



TECHNICAL UNIVERSITY OF MOMBASA
SCHOOL OF HUMANITIES AND SOCIAL SCIENCES
DEPARTMENT OF HOSPITALITY & TOURISM MANAGEMENT
UNIVERSITY EXAMINATION FOR THE:
CERTIFICATE IN CATERING AND ACCOMMODATION

MANAGEMENT (CCAMS18)

BHC 1204: CUSTOMER CARE

END OF SEMESTER EXAMINATION

SERIES: AUGUST 2019

TIME:2HOURS

DATE:Pick DateAug2019

Instructions to Candidates

You should have the following for this examination

-Answer Booklet, examination pass and student ID

This paper consists of **FIVE** questions. Attempt question ONE (Compulsory) and any other TWO questions.

Do not write on the question paper.

SECTION A (Answer all the questions)

QUESTION ONE (30 MARKS)

- a. Briefly define the following terms as used in customer care (3mks)
 - i. Customer care
 - ii. Communication
 - iii. Hospitality
- b. Highlight **SEVEN** strategies of retaining customers at the moment of truth (7mks)
- c. Explain **FIVE** benefits of customer care (10mks)
- d. Elaborate **FIVE** roles of customer care in an organization(10mks)

SECTION B (Answer only TWO questions)

QUESTION TWO (20MARKS)

- a. Classify **FOUR** types of customer complaints in hospitality industry (8mks)
- b. Explain the following customer personality types (12mks)
 - i. The socialize
 - ii. The rowdy
 - iii. The friendly
 - iv. The grumbler
 - v. The hostile
 - vi. The mind changer

QUESTION THREE

- a. Highlight **TWELVE** behaviors associated with hospitality (12mks)
- b. Describe **FOUR** ways of communicating to a customer (8mks)

QUESTION FOUR

- a. Explain **TEN techniques** in becoming a successful public relation officer (20mks)

QUESTION FIVE

- a. Enumerate **TEN** attributes of a good customer care personnel (20mks)