



TECHNICAL UNIVERSITY OF MOMBASA

SCHOOL OF BUSINESS

BUSINESS ADMINISTRATION

UNIVERSITY EXAMINATION FOR:

DIPLOMA IN FRONT OFFICE OPERATIONS

DFOO/SEP 2018/S-FT

BHC 2209: CUSTOMER CARE

END OF SEMESTER EXAMINATION

SERIES: AUGUST, 2019

TIME: 2 HOURS

DATE:

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 other two questions

Do not write on the question paper.

QUESTION ONE

- a) Explain the **SEVEN** steps of handling customer's queries. **14 marks**
- b) Explain **FIVE** telephone etiquettes that customer care representatives should have. **10 marks**
- c) Explain **THREE** benefits of positive attitude when serving customers. **6 marks**

QUESTION TWO

- a. Using examples, discuss FIVE types of online customer service that may be offered to customers. **10 marks**
- b. Highlight **FIVE** tips on how to deal with difficult customers **10 marks.**

QUESTION THREE

- a) Explain any **FIVE** disadvantages of using emails as a means of communicating with customers. **10 marks**
- b) Explain strategies that ensure excellence in customer service in an organization. **10 marks**

QUESTION FOUR

- a) Explain **FIVE** effects that customer complaints will have on an organization. **10 marks**
- b) Give any **FIVE** attributes of a good customer care staff. **10 marks**

QUESTION FIVE

- a) Explain **FIVE** ways how one can obtain information from the customers. **10 marks**
- b) Mention **FIVE** guidelines for dealing with customers complaints. **10 marks**