



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

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 **FIVE** benefits of good customer service to an organization. **10 marks**
- b) Discuss **FIVE** characteristics of customer care representative. **10 marks**
- c) Outline **FIVE** types of customers needs **10 marks**

QUESTION TWO

- a) Justify **FIVE** sources of complaints. **10 marks**
- b) Explain **FIVE** roles of appearance and impression in customer relations **10 marks**

QUESTION THREE

- a) Explain **FIVE** ways how technology has helped improve customer service in an organization **10 marks**
- b) Describe **FIVE** merits of time management in serving customers. **10 marks**

QUESTION FOUR

- a) Outline **FIVE** advantages of using emails as a means of communication with customers. **10 marks**
- b) Give **FIVE** importance of customer loyalty to an organization. **10 marks**

QUESTION FIVE

- a) Highlight **FIVE** factors to consider when developing customer care policy. **10 marks**
- b) Discuss **FIVE** ways of conducting customer service through electronic media. **10 marks**