



# TECHNICAL UNIVERSITY OF MOMBASA

*Faculty of Business & Social Studies*

DEPARTMENT OF HOSPITALITY & TOURISM

CERTIFICATE IN CATERING AND ACCOMMODATION

(CCA J/M13)

**BHT 1204: CUSTOMER CARE**

END OF SEMESTER EXAMINATIONS

**SERIES:** APRIL 2014

**TIME:** 2 HOURS

**INSTRUCTIONS:**

- This paper consists of Sections **A** and **B**.
- Section **A** is **Compulsory**. Answer any **TWO** questions in Section **B**.
- Mobile phones are not allowed into the examination room.
- Cheating leads to disqualification.
- ***This paper consists of Two printed pages.***

## **SECTION A (Compulsory) 30 Marks**

### **QUESTION 1**

- a) Outline **TEN** principles of hospitality and customer service. **(10 marks)**
- b) Outline and explain any **TEN** quality criteria that a hospitality organisation would measure quality of customer service. **(10 marks)**
- c) Today's customer is more informed than before. Explain what causes this. **(10 marks)**

## **SECTION B (Answer any TWO questions) 40 Marks**

### **QUESTION 2**

Discuss the steps to achieving positive approach towards customer service. **(20 marks)**

### **QUESTION 3**

Acting in a professional manner at work contributes to a positive attitude towards the customers. Explain how this is achieved. **(20 marks)**

### **QUESTION 4**

Describe the best way to communicate with a customer

- a) On telephone **(5 marks)**
- b) In writing **(5 marks)**
- c) Face to face **(10 marks)**

### **QUESTION 5**

Explain the selling skills and techniques one would use to ensure that one makes a sale. **(20 marks)**