



TECHNICAL UNIVERSITY OF MOMBASA

Faculty of Business & Social Studies

DEPARTMENT OF HOSPITALITY & TOURISM

DIPLOMA IN HOTEL AND INSTITUTIONAL MANAGEMENT

DIPLOMA IN TOURISM MANAGEMENT

(DHIM J13, DTM S13)

BHC 2207: 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) Discuss the benefits that will accrue to a hotel establishment that practices excellent customer service. **(15 marks)**
- b) Describe the elements that best define excellent customer service. **(15 marks)**

SECTION B (Answer any TWO questions) 40 Marks

QUESTION 2

- a) What is service quality? **(2 marks)**
- b) Discuss any **FOUR** mechanism through which employees can participate in total quality management. **(16 marks)**
- c) List any **FOUR** dimensions of service quality. **(2 marks)**

QUESTION 3

“Staff morale is an important element in guaranteeing good customer service”. Discuss the various methods used to motivate customer care staff. **(20 marks)**

QUESTION 4

- a) Explain the advantages of dealing with a customer face-to-face. **(10 marks)**
- b) Discuss any **FIVE** general rules of telephone handling in the office. **(10 marks)**

QUESTION 5

- a) Highlight any **TEN** general rules for effective written communication. **(10 marks)**
- b) Discuss the advantages of using internet in business communication. **(10 marks)**