



TECHNICAL UNIVERSITY OF MOMBASA

Faculty of Business & Social Studies

DEPARTMENT OF HOSPITALITY & TOURISM

CERTIFICATE IN CATERING AND ACCOMMODATION
(CCA)

BHT 1204: CUSTOMER CARE

SUPPLEMENTARY/SPECIAL EXAMINATIONS

SERIES: JULY 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) What are the benefits of excellent customer service to an organisation. **(10 marks)**
- b) Why is customer care important to businesses in the hospitality industry? **(10 marks)**
- c) List and explain the contributing factors to excellent customer care. **(10 marks)**

SECTION B (Answer any TWO questions) 40 Marks

QUESTION 2

State and explain reasons for poor customer service standards. **(20 marks)**

QUESTION 3

Outline and explain the requirements for staff offering service to ensure they give good customer service. **(20 marks)**

QUESTION 4

Describe how best to communicate with a customer on a face to face situation. **(20 marks)**

QUESTION 5

- a) State any **FOUR** situations that a customer would complain in a restaurant as they are served their meal. **(4 marks)**
- b) Describe how you would successfully handle the complaints. **(16 marks)**