



TECHNICAL UNIVERSITY OF MOMBASA

School of Humanities and Social Sciences

Department of HOSPITALITY & Tourism MANAGEMENT

UNIVERSITY EXAMINATION FOR THE:
DIPLOMA IN CATERING AND ACCOMMODATION MANAGEMENT
(DCAM J24&DCAM M24)

HHC 2204: GUEST RELATIONS AND CUSTOMER CARE

SPECIAL/SUPPLEMENTARY EXAMINATION

SERIES: NOVEMBER 2025

TIME: 2 HOURS

DATE: Pick Date Nov 2025

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 Choose instruction.

Do not write on the question paper.

SECTION A (Answer all the questions)

30 POINTS

QUESTION ONE

a) Explain the following terms:

- | | |
|---|---------|
| 1) Service Perishability | (2mks) |
| 2) Guest Relations | (2mks) |
| b) State six (6) principles of customer service | (6mks) |
| c) Discuss five (5) most common customer needs | (10mks) |
| d) Explain any five (5) benefits of using images in marketing | (10mks) |

SECTION B (Answer only TWO questions)

QUESTION TWO

- a) Define the term bad customer service (2mks)
- b) Highlight eight (8) examples of bad customer service (8mks)
- c) Explain the five steps used in problem solving in customer service (10mks)

QUESTION THREE

- a) Explain International Guest Services Representatives (IGSR) (2mks)
- b) State ten (10) functions of International Guest Services Representatives (IGSRs) (10mks)
- c) Discuss four (4) attributes of a good IGSR (8mks)

QUESTION FOUR

- a) Discuss four (4) components of Public Relations (8mks)
- b) Explain three (3) legal aspects of Public Relations (6mks)
- c) List the major Public Relation tools used in the Travel and Tourism industry (6mks)

QUESTION FIVE

- a) Explain the term customer service strategy (4mks)
- b) Describe any eight (8) steps you would take to develop an effective customer service strategy (16mks)