



TECHNICAL UNIVERSITY OF MOMBASA

School of Humanities and Social Sciences

Department of HOSPITALITY & Tourism MANAGEMENT

UNIVERSITY EXAMINATION FOR THE:
CERTIFICATE IN CATERING AND ACCOMMODATION MANAGEMENT
CCAM S23

UNIT CODE: BHT 1204 CUSTOMER CARE

END OF SEMESTER EXAMINATION

SERIES: DECEMBER 2024

TIME: 2 HOURS

DATE: Pick Date Dec 2024

Instructions to Candidates

You should have the following for this examination

-Answer Booklet, Examination paper and student ID

This paper consists of **FIVE** questions. Attempt **question ONE (Compulsory)** and any other **TWO** questions.

Do not write on the question paper

SECTION A (Answer all the questions)

30 POINTS

QUESTION ONE

- a) State **Five** roles of a customer care staff. **(5marks)**
- b) List down **Four** ways of dealing with customers. **(4marks)**
- c) Identify **Six** primary activities undertaken by an organization in maximizing customer satisfaction. **(6marks)**
- d) State any **Five** qualities of a good public relation practitioner. **(5marks)**
- e) Explain **Five** types of customer to identify before purchase. **(10marks)**

SECTION B (Answer only TWO Questions)

(40marks)

QUESTION TWO

- a) Explain any **Five** techniques that can be used in handling customer complaint. **(10marks)**
- b) Describe **Five** selling techniques and skills in hospitality industry. **(10marks)**

QUESTION THREE

- a) Describe any six components and techniques of public relations **(12 marks)**
- b) Explain four professional qualities in customer care **(8marks)**

QUESTION FOUR.

- a) What is customer care? **(2 marks)**
- b) Explain four skills in customer care personnel to ensure effective communication with customers. **(8marks)**
- c) Explain any five attitudes that can assist in providing good customer service **(10marks)**

QUESTION FIVE

- a) Explain **Five** benefits of good customer care to an organization. **(10marks)**
- b) Explain **Five** methods of evaluating the effectiveness of public relations. **(10marks)**