



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

SUPPLIMENTARY/SPECIAL EXAMINATIONS

SERIES: MARCH 2025

TIME:2HOURS

DATE:Pick DateMARCH 2025

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) Explain the following terms.

- | | |
|----------------------------|-----------|
| i) Customer | (2 marks) |
| ii) Customer Care | (2marks) |
| iii) Moment of truth | (2marks) |
| iv) Post sales strategies. | (2marks) |
| v) Public relations | (2marks) |

b) Ethics refers to value system by which a person determines what is right or wrong. **State Ten** decisions which public relations officer has to consider. **(10marks)**

c) Explain **five** forms of pre-reminders and tactics that can be used in customer retention. **(10marks)**

SECTION B (Answer only TWO Questions) (40marks)

QUESTION TWO

a) Explain **Five** functions of Hospitality. **(10marks)**

b) State any **Four** behaviors associated with hospitality. **(4marks)**

c) Explain **Three** ways to develop an understanding of customer needs. **(6marks)**

QUESTION THREE

a) Identify and Explain any **five** types of customers on board and how to keep them. **(10 marks)**

b) Explain the term good customer care **(2 marks)**

c) Explain **four** ways of dealing with customers **(8 marks)**

QUESTION FOUR

a) List any **Six** secondary activities undertaken by an organization in maximizing customer satisfaction **(6marks)**

b) Describe Seven selling techniques and skills in hospitality industry. **(14marks)**

QUESTION FIVE

a) Outline any four legal issues than can affect public relations practice. **(4marks)**

b) State six objectives of evaluating public relations effectiveness. **(6marks)**

c) Explain any Five components and techniques of public relations. **(10 marks)**