



# TECHNICAL UNIVERSITY OF MOMBASA

*Faculty of Business & Social Studies*

DEPARTMENT OF HOSPITALITY & TOURISM

DIPLOMA IN HOTEL MANAGEMENT

(DHM J12)

**BHC 2209: CUSTOMER CARE & PUBLIC RELATIONS**

END OF SEMESTER EXAMINATIONS

**SERIES:** APRIL 2013

**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) Identify and explain the desirable characteristics and qualifications of an excellent customer care staff. **(15 marks)**
- b) “Staff morale is an important element in guaranteeing good customer service”. Discuss how as a service manager you can use staff motivation to ensure excellent customer service. **(15 marks)**

## **SECTION B (Answer any TWO questions) 40 Marks**

### **QUESTION 2**

Explain the general points that one should be aware of for efficient written communication. **(20 marks)**

### **QUESTION 3**

- a) Explain the advantages of dealing with customers face to face. **(10 marks)**
- b) Describe the disadvantages of using emails as the main mode of communication with customers. **(10 marks)**

### **QUESTION 4**

- a) Discuss the general rules for telephone handling in the office. **(15 marks)**
- b) Outline how you can use customer complaints for the benefit of your business. **(5 marks)**

### **QUESTION 5**

Identify the different types of customers you are likely to encounter in the tourism and hospitality business and explain how you would handle each of them. **(20 marks)**