



TECHNICAL UNIVERSITY OF MOMBASA

Faculty of Business & Social Studies

DEPARTMENT OF HOSPITALITY & TOURISM

CERTIFICATE IN TOUR & TRAVEL OPERATIONS

(CTTO)

BHC 1204: CUSTOMER CARE

END OF SEMESTER EXAMINATIONS

SERIES: OCTOBER 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) Outline the benefits accrued by customer service. (8marks)
- b) Briefly discuss Five reasons for poor customer standards. (10marks)
- c) Discuss how each of the following contributes to successful customer relationships
 - i) Personal hygiene (4 marks)
 - ii) Good personally (4marks)
 - iii) Attitude (4marks)

SECTION B (Answer any TWO questions) 40 Marks

QUESTION 2

Explain in details the best way to deal with customers

- i) Face to face (10marks)
- ii) Using telephone (10marks)

QUESTION 3

Discuss the following selling stages while stating the selling techniques used in each

- i) Raising customer awareness
- ii) Establishing rapport with the customer.
- iii) Investigating customer needs
- iv) Presenting the product.
- v) Closing the sale

QUESTION 4

Give a step by step procedure of handling complaints. (20marks)

QUESTION 5

What is A I D A technique?

How is it applicable to sales situation in the tourism Industry