



**MACHAKOS UNIVERSITY**  
**SCHOOL OF HOSPITALITY AND TOURISM MANAGEMENT**  
**DEPARTMENT OF HOSPITALITY MANAGEMENT**  
**FIRST YEAR SPECIAL EXAMINATION FOR CERTIFICATE IN**  
**HOSPITALITY AND TOURISM OPERATIONS**  
**CHTO 018: CUSTOMER SERVICE**

**DATE:**

**TIME:**

Instructions:

- (i) This paper consists of two sections A and B.
  - (ii) Answer all the questions in section A and any two questions in section B.
- 1 a) .Define the following terms (10 marks)
- i. Good grooming
  - ii. Customer care
  - iii. Rapport
  - iv. Trust
  - v. Conflict
- b). Identify five reasons why customers complain (5 marks)
- c). Explain five points on telephone etiquette (10 marks)
- d). State five points on how to build trust and rapport (5 marks)

**SECTION B: Answer any TWO questions from this section. Each question is 20 marks**

- 2 a). Explain five principles of listening (10 marks)
- b). Discuss five signs of active listening (10 marks)
- 3 a). Discuss the effective problem-solving process (10 marks)
- b). Briefly explain five elements of diffusing anger in other people (10 marks)
- 4 a). State ten common signs of stress (10 marks)

b) Identify five ways in which stress affects your thoughts (10 marks)

5 a). Explain five strategies for managing customer service expectations (10 marks)

b). Discuss five conflict management strategies (10 marks)