



# MACHAKOS UNIVERSITY

University Examinations 2018/2019

SCHOOL OF HOSPITALITY AND TOURISM MANAGEMENT

DEPARTMENT OF HOSPITALITY MANAGEMENT

FIRST YEAR SPECIAL/SUPPLEMENTARY FOR

CERTIFICATE IN HOSPITALITY AND TOURISM OPERATIONS

CHTO 018: CUSTOMER SERVICE

DATE: 23/7/2019

TIME: 8.30-10.30 AM

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## INSTRUCTIONS

**Answer Question One and Any Other Two Questions**

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)
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)