



MACHAKOS UNIVERSITY COLLEGE

(A Constituent College of Kenyatta University)
University Examinations for 2013/2014

SCHOOL OF HUMANITIES AND SOCIAL SCIENCES

DEPARTMENT OF LINGUISTICS AND LANGUAGES

Examination for Diploma in Hospitality and Tourism

CUSTOMER SERVICE

Date: 29/7/2014

Time: 2 Hours

INSTRUCTIONS:

Answer question ONE and any other FOUR Questions

1. (a) Explain the following customer service terms.
 - (i) Customer loyalty
 - (ii) After sales service. (4 marks)
- (b) Outline EIGHT principles of good customer service. (16 marks)
- (c) State
 - (i) FOUR benefits of good customer service to an organization. (4 marks)
 - (ii) SIX customer expectations of a good service provider. (6 marks)
2. You are a customer service professional at Le Technish Restaurant. For some reason a customer is dissatisfied with your services.
Explain FIVE
 - (a) communication techniques you would use to identify what the problem is. (10 marks)
 - (b) ways through which you would solve the problem. (10 marks)
3. An old saying goes, "You will never get a second chance to make a first impression".
 - (a) Identify FOUR customer service provider characteristics that contribute to the formation of negative impression for a business venture. (8 marks)

- (b) Explain FIVE ways through which positive customer service impressions could be created. (10 marks)
- (c) State the importance of trust and rapport building in customer service. (2 marks)
4. (a) State FOUR reasons why personal grooming is important in customer service. (8 marks)
- (b) (i) Define the term 'etiquette' (2 marks)
- (ii) Recommend FIVE customer service etiquettes to a newly formed organization. (10 marks)