



# MACHAKOS UNIVERSITY

University Examinations 2017/2018

SCHOOL OF HOSPITALITY AND TOURISM MANAGEMENT

DEPARTMENT HOSPITALITY MANAGEMENT

FIRST YEAR FIRST SEMESTER EXAMINATION FOR CERTIFICATE IN  
HOSPITALITY AND TOURISM OPERATIONS

**CHTO 018: CUSTOMER CARE**

DATE: 13/12/2017

TIME: 8:30 – 10:30 AM

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## INSTRUCTIONS

- This paper consists of Two Sections A and B
- Section A is Compulsory and carries 30 marks
- Section B has four questions of 20 marks each. Attempt any Two.

### SECTION A COMPULSORY (30 MARKS)

- Outline four characteristics of good customer care (4 marks)
  - State four benefits of good customer service (4 marks)
  - State six points on personal grooming habits (6 marks)
  - Outline six essential tips when using the telephone (6 marks)
  - Explain three techniques that are beneficial in rapport building (6 marks)
  - State four principles of listening (4 marks)

### SECTION B (40 MARKS) ATTEMPT ANY TWO QUESTIONS

- Explain five ways of building rapport with people (10 marks)
  - Explain five elements of defusing anger in other people (10 marks)
- Explain five strategies of managing customer care expectations (10 marks)
  - Explain five signs of non-verbal active listening (10 marks)

4. a) Explain five ways in which stress affects your thoughts (10 marks)  
b) Explain five verbal signs of attentive listening (10 marks)
5. a) Explain five conflict management strategies (10 marks)  
b) Outline five points on building trust and rapport (5 marks)  
c) Outline the effective problem solving process (5 marks)