



MACHAKOS UNIVERSITY

University Examinations 2017/2018

SCHOOL OF HOSPITALITY AND TOURISM MANAGEMENT

DEPARTMENT HOSPITALITY MANAGEMENT

FIRST YEAR SECOND SEMESTER EXAMINATION FOR DIPLOMA IN
HOSPITALITY AND TOURISM MANAGEMENT

DHTM 018: CUSTOMER SERVICE

DATE: 5/12/2017

TIME: 8:30 – 10:30 AM

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)

1. a) Define the following terms;
 - i Customer service
 - ii Personal grooming
 - iii Rapport (6 marks)
- b) Outline four benefits of good customer service (4 marks)
- c) State four personal grooming essentials (4 marks)
- d) Explain four characteristics of good customer service (8 marks)
- e) Explain four reasons for personal grooming (8 marks)

SECTION B (40 MARKS) ATTEMPT ANY TWO QUESTIONS

2. a) Explain five telephone etiquette skills to be displayed at all times (10 marks)
- b) Explain five ways of building rapport with people (10 marks)

3.
 - a) Identify eight principles of active listening (8 marks)
 - b) Outline six points on effective problem solving process (6 marks)
 - c) Enumerate six elements of defusing anger in other people (6 marks)
4.
 - a) Explain five strategies for managing customer service expectations (10 marks)
 - b) Explain five verbal signs of active listening (10 marks)
5.
 - a) List ten common signs of stress (10 marks)
 - b) Explain five conflict management strategies (10 marks)