



MACHAKOS UNIVERSITY

University Examinations 2017/2018

SCHOOL OF HOSPITALITY AND TOURISM MANAGEMENT

DEPARTMENT HOSPITALITY MANAGEMENT

SUPPLEMENTARY EXAMINATION FOR DIPLOMA IN HOSPITALITY AND
TOURISM MANAGEMENT

DHTM 018: CUSTOMER CARE

DATE: 18/10/2017

TIME: 11:00 – 1:00 pm

INSTRUCTIONS

This paper comprises of TWO sections A and B

Answer ALL questions in Section A and any TWO questions in Section B

SECTION A: COMPULSORY (30MKS)

1.
 - (a) Explain the importance of customer care service (3 marks)
 - (b) Outline FIVE positive approaches towards customer services. (5 marks)
 - (c) Highlight EIGHT benefits of excellent customer services. (8 marks)
 - (d) Explain THREE reasons for poor customer care. (6 marks)
 - (e) Explain THREE qualifications for customer care representation. (6 marks)
 - (f) Outline THREE influences which have brought changes in customer expectations (3 marks)

SECTION B: ANSWER ANY TWO QUESTIONS (40MKS)

2.
 - (a) Explain any FIVE issues of concern about customers in hospitality and tourism industry (10mks)
 - (b) Explain any FIVE way forward for question 2(a) above. (10 marks)
3. Discuss FIVE types of customers in hospitality and tourism industry. (20 marks)
4. Every member of staff is a representative of the organization and always have a positive attitude to customers, acting in a professional manner at all times.
Explain the FIVE 'Do's and the FIVE 'Don'ts' the staff must follow in an organization. (20 marks)
5.
 - (a) Explain FOUR reasons for customers complaints. (8 marks)
 - (b) Describe THREE examples in Hospitality on what excellent customer service is all about. (12 marks)