



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 Certificate in Hospitality and Tourism

CUSTOMER SERVICE

Date: 29/7/2014

Time: 2 Hours

INSTRUCTIONS:

Answer question ONE and any other FOUR Questions

1. (a) Define the following.
 - (i) Customer Service
 - (ii) Customer loyalty (4 marks)
 - (b) List TWO examples of each of the following
 - (i) External Customer
 - (ii) Internal Customer (4 marks)
 - (c) State FOUR needs that a customer expects to be satisfied from a service provider. (4 marks)
 - (d) State FOUR benefits an organization will derive from practicing good customer service. (4 marks)
 - (e) “The customer is always right” is a common saying in customer service and relations. Identify SEVEN principles of good customer service that would uphold this statement. (14 marks)
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2. An old saying goes, “You will never get a second chance to make a first impression”. Explain TEN ways through which you as a customer service representative could create positive impressions. (20 marks)

3. “Good customer service means accountability responsibility and taking action to satisfy the customer”. Explain TEN qualities of a customer service professional that can be employed to transition an unsatisfied customer to a satisfied one. (20 marks)
4. (a) Explain what is meant by the term “personal grooming”. (2 marks)
- (b) State FOUR reasons why personal grooming is essential in customer service. (8 marks)
- (c) List TEN personal grooming essentials that every customer service should practice. (10 marks)