



MACHAKOS UNIVERSITY COLLEGE

(A Constituent College of Kenyatta University)
University Examinations for 2015/2016 Academic Year

SCHOOL OF HOSPITALITY AND TOURISM MANAGEMENT

DEPARTMENT OF HOSPITALITY MANAGEMENT

SECOND SEMESTER EXAMINATION FOR CERTIFICATE IN HOSPITALITY &
TOURISM OPERATIONS

CHTO 018: CUSTOMER CARE

DATE: 1/8/2016

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 (30 MARKS)

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 (40 MARKS)

2. (a) Explain any FIVE issues of concern about customers in hospitality and tourism industry (10 marks)
- (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)