

BHM 214



OFFICE OF THE DEPUTY PRINCIPAL

ACADEMICS, STUDENT AFFAIRS AND RESEARCH

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# UNIVERSITY EXAMINATIONS

## 2020/2021 ACADEMIC YEAR

SECOND YEAR FIRST SEMESTER REGULAR EXAMINATION

**FOR THE DEGREE IN HOTEL AND HOSPITALITY**

**MANAGEMENT**

**COURSE CODE: BHM 214**

**COURSE TITLE: CUSTOMER CARE AND GUEST RELATIONS**

**DATE: 8<sup>th</sup> March 2021**

**TIME: 9am -12 Noon**

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INSTRUCTIONS TO CANDIDATES

- SEE INSIDETHIS PAPER CONSISTS OF 3 PRINTED PAGES  
OVER

PLEASE TURN

REGULAR/ MAIN  
COURSE CODE: BHM 214 COURSE TITLE: CUSTOMER CARE AND GUEST  
RELATIONS

STREAM: SBE (BHHM)

DURATION:3HOURS

INSTRUCTIONS TO CANDIDATES

- i. Answer three questions. Question one is compulsory
- ii. Do not write on the question paper

**Question One**

Tamara tour company has requested for your advice on how they could improve their services and increase customer satisfaction.

- a) Explain competencies required of customer care personnel in the tour company. (10 Marks)
- b) Outline FIVE ways in which a tours and travel agency may encourage its customers to lodge their complaints about its services. (10 Marks)
- c) Delineate to them following terms: (10 Marks)
  - i. Customer Service
  - ii. Customer Expectations
  - iii. Customer Satisfaction
  - iv. Customer loyalty
  - v. Customer relations

**Question Two**

- a) Mato was recently employed as a customer care representative in a tour firm. Explain FIVE tips that he should apply when handling a conflict with a customer. (10 Marks)
- b) Highlight FIVE methods of measuring customer satisfaction (10 Marks)

**Question Three**

- a) Describe the dimension of service quality used to determine the customer satisfaction in restaurant business. (10 Marks)
- b) Describe benefits that accrue to an organization as a result of offering effective customer care. (10 Marks)

**Question Four**

- a) As a customer care representative, enlighten the other staff on telephone etiquette (10 Marks)
- b) Describe FIVE main needs of customers (10 Marks)

**Question Five**

- a) Explain FIVE forms of non-verbal communication that could be applied when interacting with a client (10 Marks)
  
- b) Discuss FIVE communication methods that can be used to establish rapport with the customers (10 Marks)

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