



# **MURANG'A UNIVERSITY OF TECHNOLOGY**

## **SCHOOL OF HOSPITALITY AND TOURISM MANAGEMENT**

**DEPARTMENT OF HOSPITALITY MANAGEMENT**

**UNIVERSITY ORDINARY EXAMINATION**

**2018/2019 ACADEMIC YEAR**

**FIRST YEAR SECOND SEMESTER EXAMINATION FOR, DIPLOMA IN  
HOSPITALITY MANAGEMENT**

**DHM 054 – CUSTOMER CARE**

**DURATION: 2 HOURS**

**DATE:**

**TIME:**

**Instructions to candidates:**

1. Answer question One and Any Other Two questions
2. Mobile phones are not allowed in the examination room.
3. You are not allowed to write on this examination question paper.

**SECTION A: ANSWER ALL QUESTIONS IN THIS SECTION**

**QUESTION ONE (30 MARKS)**

- a) Explain the following terms
  - i. Customer retention (2 marks)
  - ii. Motivation (2 marks)
  - iii. Challenging customer (2 marks)
  - iv. Reputation management (2 marks)
  - v. Customer satisfaction (2 marks)
- b) Outline the procedure of problem solving in customer care (7 marks)
- c) Explain four methods of communication that are used in effective customer service interaction (8 marks)
- d) Highlight five ways to cope with challenging customers (5 marks)

**SECTION B - ANSWER ANY TWO QUESTIONS IN THIS SECTION**

**QUESTION TWO (20 MARKS)**

- a) Explain five needs of every customer (10 marks)
- b) (i) Differentiate between internal customer and external customer (2 marks)
- c) State four barriers of excellent customer service (4 marks)
- d) Highlight four effects of losing customer in an organization (4 marks)

**QUESTION THREE (20 MARKS)**

- a) Outline four advantages to follow-up in problem solving (4 marks)
- b) Discuss five benefits a hotel gets after providing excellent customer service (10 marks)
- c) Highlight six motivating factors of an organization (6 marks)

**QUESTION FOUR (20 MARKS)**

- a) Explain four barriers to problem solving and decision making (8 marks)
- b) Outline seven steps to follow when answering calls of the customers (7 marks)
- c) State five ways to improve listening skills (5 marks)