



# **GRETSA UNIVERSITY - THIKA**

## **UNIVERSITY EXAMINATIONS JANUARY - APRIL 2017 SEMESTER**

### **BACHELOR HOSPITALITY MANAGEMENT**

**COURSE CODE: BSHM 207**

**COURSE TITLE: CUSTOMER SERVICE IN HOSPITALITY AND  
TOURISM**

**DATE: 5 APRIL 2017**

**TIME: 11.30 AM – 2.30 PM**

---

#### **INSTRUCTIONS TO CANDIDATES**

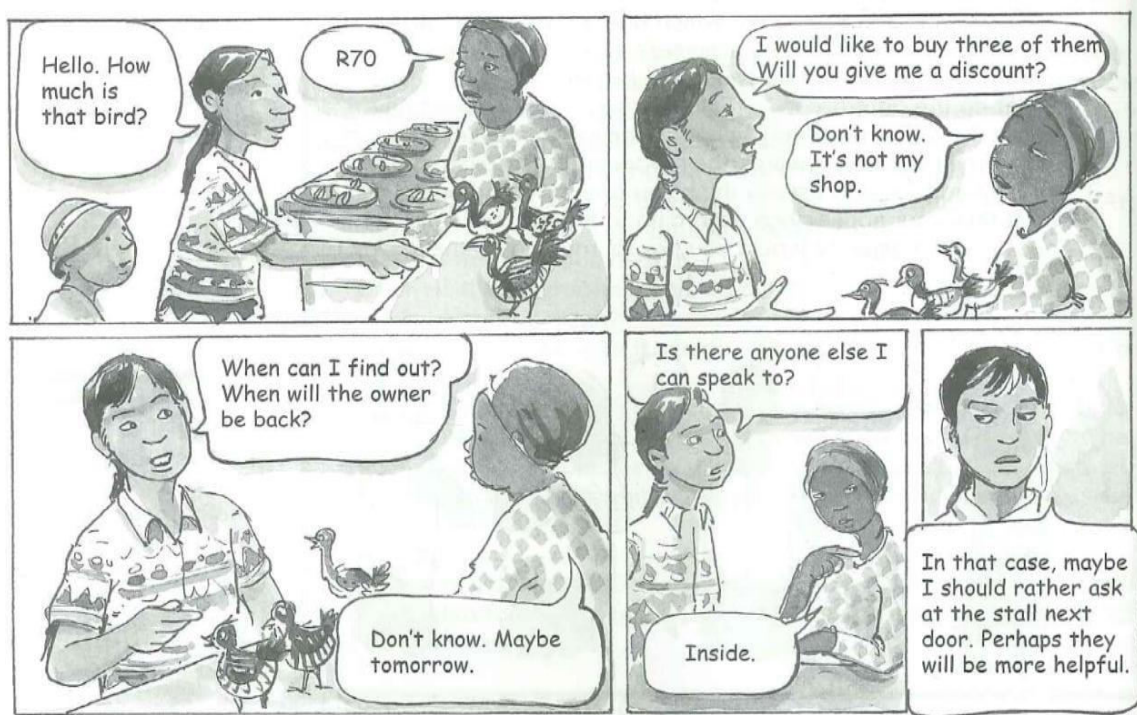
- 1. SECTION A IS COMPULSORY.**
- 2. SECTION B: ANSWER ANY OTHER **THREE** QUESTIONS.**
- 3. DO NOT WRITE ANYTHING ON THIS QUESTION PAPER AS IT WILL BE AN EXAM IRREGULARITY.**
- 4. ALL ROUGH WORK SHOULD BE AT THE BACK OF YOUR ANSWER BOOKLET AND CROSSED OUT.**

**CAUTION:** All exam rooms are under CCTV surveillance during the examination period.

**SECTION A: COMPULSORY [40 MARKS]**

*Case Scenario: Human Resource Case Scenario*

a) Study the following cartoons and answer the questions based on them.



(source:<http://htc-consult.com/new/wp-content/uploads/Trainer-Tools-Basic-Customer-Care-Case.pdf>)

Required:

- i) Evaluate the communication manners displayed by the employee in the cartoon explaining whether it is professional or unprofessional. [10]
  - ii) Advise the manager of the stall on how to rectify the problem. [10]
- b) No matter how accurately we see our definition of customer service, we still have to live up to what our customer thinks that customer service is. Discuss **FIVE** points to support this statement giving relevant examples in the field of hospitality and tourism. [10]
- c) To succeed in customers' service, customer care service providers in the hospitality industry should begin to understand the customers they serve. Analyze **FIVE** benefits of this approach using a hotel establishment as a case study. [10]
- d) Explain the meaning of reputation management in the setting of a hospitality business and discuss **FOUR** you would use to rectify and correct a negative reputation. [10]

## SECTION B: Answer ANY Three Questions [60 MARKS]

---

### *Question 2*

- a)* Problem solving and decision making are individualized process. Every individual may have his or her own way of determining appropriate course of action. What is important is not the process of making decisions but the end result. As long as the solution is timely, the process is less important. In the light of this statement, discuss **FIVE** consequences of unnecessary delays towards handling customer problems. **[10]**
- b)* As we go forward into the 21<sup>st</sup> century, customers are looking for more. Customer loyalty will be one of the defining areas of success or failure for service providers in the hospitality industry. Explain the necessity of this knowledge to a manager of a hotel operating in a busy town. **[10]**

### *Question 3*

- a)* Analyze **FIVE** barriers to successful problem solving and decision making in hospitality business operations. **[10]**
- b)* Examine **FIVE** ways you can tell that your business need to improve its customer retention programs. **[10]**

### *Question 4*

- a)* When attempting to communicate with customers, it is helpful to appeal as many senses as is possible. By establishing scenarios in a restaurant where a service provider can appeal to different senses, explain **FIVE** reasons why this approach to customer care is highly encouraged in hospitality businesses. **[10]**
- b)* One of the most challenging customers that you deal with each and every day is your boss. Remember that your relationship with your internal customers is a key to success in serving your external customers. In the light of this statement, analyze **FIVE** ways you can use to meet and exceed your boss expectations. **[10]**

**Question 5**

- a)* In spite of the fact challenging customers may be difficult to interact with, the reality is that they are still our customers and our overall goal is to provide them with excellent customer service and a feeling of satisfaction with their experience. Identify **FIVE** different types of challenging customers in a hospitality business and provide possible solutions that can be used to handle such customers without losing them. **[10]**
- b)* Motivation is the individual drive that causes us to behave in a particular way. Motivation is very personal; different people are motivated by different rewards, experiences and circumstances. One factor that motivates staff is providing them with a challenging work. Discuss **FIVE** ways in which this approach can motivate staff in a hospitality business. **[10]**