



GRETSA UNIVERSITY - THIKA

**UNIVERSITY EXAMINATIONS
MAY - AUGUST 2018 SEMESTER**

**BACHELOR OF SCIENCE IN HOSPITALITY
MANAGEMENT**

COURSE CODE: BSHM 207

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

DATE: 6 AUGUST 2018

TIME: 3.00 PM – 6.00 PM

INSTRUCTIONS TO CANDIDATES

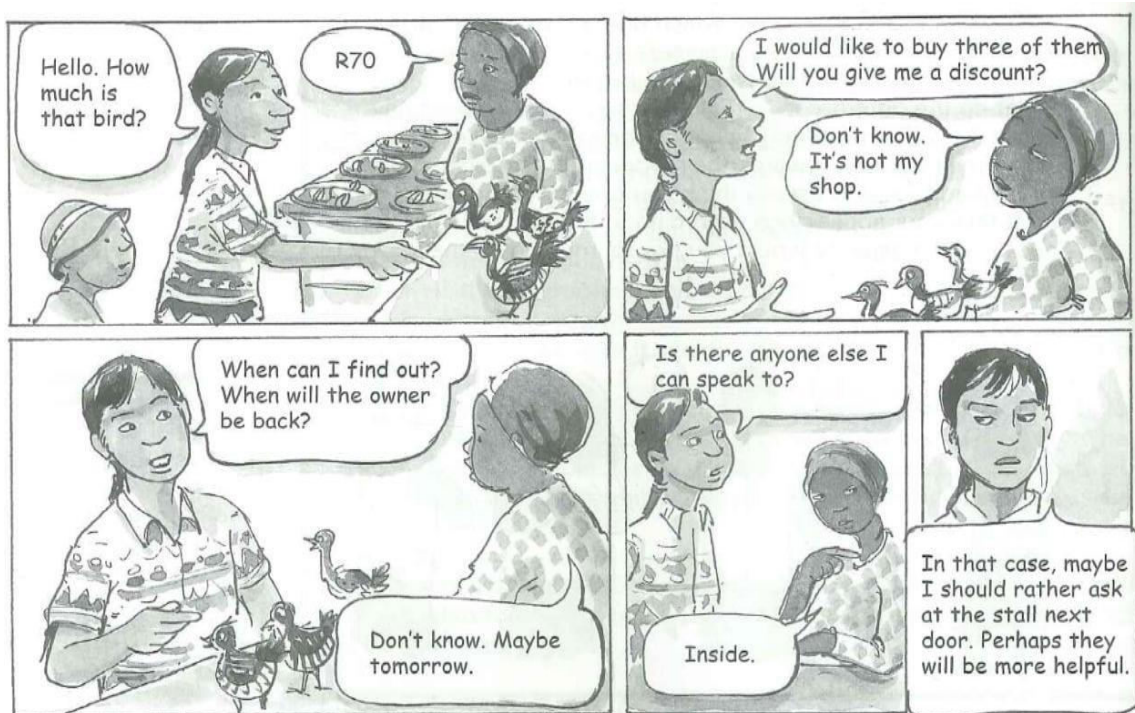
1. SECTION A IS **COMPULSORY**.
2. SECTION B: ANSWER ANY OTHER **THREE** QUESTIONS.
3. **DO NOT** WRITE ANYTHING ON THIS QUESTION PAPER AS IT WILL BE AN EXAM IRREGULARITY.
4. ALL ROUGH WORK SHOULD BE AT THE BACK OF YOUR ANSWER BOOKLET AND CROSSED OUT.

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

SECTION A: COMPULSORY

Question One

(a) Study the following cartoons and answer the questions.



Required:

- (i) Evaluate the communication manners displayed by the employee/staff member in the cartoon explaining why it is totally unprofessional. **[05 marks]**
- (ii) Explain **FIVE** reasons why many businesses in the hospitality industry resembles the one depicted by the cartoon. **[05 marks]**
- (b) Empathy is one of the characteristics of a good customer service personnel that simply means *'the ability to share or understand the feelings of others.'* In the light of this statement, illustrate **FIVE** ways in which service employees can say to express empathy towards customers. **[10 marks]**
- (c) *When work is done, the people say, "We did it ourselves". Lao-Tzu.*
Discuss **FIVE** benefits to a hotel when all employees embrace these wise words while discharging their duties. **[10 marks]**
- (d) Leadership influences the attitudes of the people being led. Explain the link between leadership and customer service providing **FOUR** ways in which good leadership can be used to enhance customer service in the hospitality industry. **[10 marks]**

SECTION B: ANSWER ANY THREE QUESTIONS

Question Two

- a) You have embarked onto an academic visit of 5-star hotels located in Nairobi. The Head of School has requested you to provide a report on experienced customer service during the visit. Discuss **FIVE** indicators that you could include in the report to identify whether the hotel's workplaces are motivated or not. **[10 marks]**
- b) Explain **FIVE** reasons why majority of hospitality employees are poor customers' problem solvers. **[10 marks]**

Question Three

- (a) Which is more crucial to a hotel – attracting new customers or keeping existing ones? Defend your views. **[10 marks]**
- (b) Discuss **FIVE** ways in which a waiter/waitress can become an effective listener. **[10 marks]**

Question Four

- (a) You have been hired as a customer relations manager of Kivuli restaurant – an upcoming establishment in Nairobi Westlands. The top management has requested you to develop **FIVE** key rules for good customer service to be followed by each and every internal customer. **[10 marks]**
- (b) Analyze **FIVE** ways in which management of hospitality establishments can use good leadership to increase morale of internal customers towards customer service delivery. **[10 marks]**

Question Five

- (a) Explain **FIVE** ways you can use as a customer service manager to ensure subordinates embrace and welcome new technology in the business. **[10 marks]**
- (b) Discuss **FIVE** reasons why majority of hospitality service providers are poor leaders. **[10 marks]**