



GRETSA UNIVERSITY - THIKA

**UNIVERSITY EXAMINATIONS
JANUARY- APRIL 2025 SEMESTER**

**BACHELOR OF SCIENCE IN HOSPITALITY
MANAGEMENT**

COURSE CODE: BSHM 207

COURSE TITLE: CUSTOMER SERVICE

DATE: APRIL 2025

TIME: 2 HOURS

INSTRUCTIONS TO CANDIDATES

1. SECTION A IS **COMPULSORY**.
2. SECTION B: ANSWER ANY OTHER **TWO** 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) List and define the **five** methods of communication. **[5 Marks]**
- b) Good communication is crucial in ensuring quality customer service. Comment on the role and impact of the following factors in communication:
- i. Listening skills **[5 Marks]**
 - ii. Face-to-face customer eye contact **[5 Marks]**
 - iii. An individual's voice **[5 Marks]**
- c) A happy customer can attract new customers at virtually no cost: discuss. **[10 Marks]**

SECTION B: ANSWER ANY TWO [2 Marks] QUESTIONS

Question two

The following quotation has been attributed to **Mahatma Gandhi**:

"A customer is the most important visitor on our premises. He is not dependent on us; we are dependent on him. He is not an interruption in our work; he is the purpose of it. He is not an outsider in our business; he is part of it. We are not doing him a favor by serving him; he is doing us a favor by giving us an opportunity to do so."

By reference to these sentiments and advise, name **five (5)** examples which explain what really customer service is, and relate it to customer satisfaction. **[20 Marks]**

Question three

- a) Distinguish, using suitable illustrations, between internal and external customers, and **[4 Marks]**
- b) Discuss any **four (4)** needs of a customer. **[8 Marks]**
- c) Evaluate the cost of losing a customer **[8 Marks]**

Question four

Provision of excellent customer service is the objective of every hospitality service provider: List and discuss **five (5)** barriers to delivery of excellent customer service **[20 Marks]**