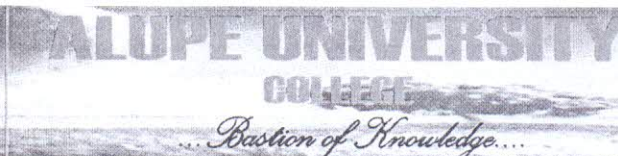


BHM 214



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OFFICE OF THE DEPUTY PRINCIPAL

ACADEMICS, RESEARCH AND STUDENTS' AFFAIRS

UNIVERSITY EXAMINATIONS

2018 /2019 ACADEMIC YEAR

SECOND YEAR FIRST SEMESTER REGULAR EXAMINATION

FOR THE DEGREE OF BACHELOR OF HOTEL AND HOSPITALITY MANAGEMENT

COURSE CODE: BHM 214

COURSE TITLE: CUSTOMER CARE AND GUEST RELATIONS

DATE: 11TH DECEMBER, 2018

TIME: 9.00 AM – 12.00 PM

INSTRUCTION TO CANDIDATES

- SEE INSIDE

THIS PAPER CONSISTS OF 5 PRINTED PAGES

PLEASE TURN OVER

BHM 214 CUSTOMER CARE AND GUEST RELATIONS

STREAM: COMMON UNITDURATION:3HOURSINSTRUCTIONS TO CANDIDATES

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

Question One

As a senior customer care representative, your organization has requested you to assist in interviewing the new customer care staff.

- a) Advise the management on any **five** qualities to consider during recruitment (10 Marks)
- b) Explain to the new employee five factors affecting the quality of service (10 Marks)
- c) Explain the Ways of constructively addressing conflicts in an organization (10 Marks)

Question Two

Most of the clients have complained of unfriendly reception whenever they make a call to your organization. As a customer care representative, enlighten the other staff on telephone etiquette (10 Marks)

- a) Customer Relations involves handling different types of clients. As a customer care representative, discuss how you will handle the following clients
 - i. Rude Customer (5 Marks)
 - ii. The know it all clients (5 Marks)

Question Three

Your colleagues have always had problem for passing wrong messages to the clients unconsciously through nonverbal communication

- a) Define nonverbal communication? (2 Marks)
- b) Explain five forms of nonverbal communication (10 Marks)
- c) Describe how you will create a rapport with the customers while working at the customer care desk (8 Marks)



Question Four

Monica is a trainee at your department and hardly does she take instructions as expected. As a concern employee, you decided to help her know the importance of listening.

- a. Define listening (2 Marks)
- b. Listening is key in Guest Relations. Giving relevant examples, explain any four types of listening that a guest relations officer engages in. (8 Marks)
- c. Listening is a very essential tool in understanding the various circumstances of existence. Explain the Stages of listening process (10 Marks)

Question Five

- a) Discuss how you will identify a customer who is in need (10 Marks)
- b) Discuss five tips that you can apply so as to exceed customer expectation (10 Marks)
