

A photograph of four students sitting around a table, looking at papers and talking. The image is partially obscured by green and teal geometric shapes.

DIPLOMA IN TOURISM AND HOSPITALITY MANAGEMENT CUSTOMER CARE AND SERVICE

Answer any FIVE Questions

All Questions carry equal marks

Time allowed: Three Hours

1. Outline the techniques used by organisations in order to get feedback from their customers that can be used for the development of an effective customer service system
2. Write notes on any TWO of the following:
 - a) SWOT Analysis
 - b) Mission statement
 - c) Material and Personal Service
3. Describe the steps to be taken in order to handle customer complaints effectively
4. Training and staff development will form a major component in establishing a customer service philosophy. Explain the steps in the customer care training cycle and identify some of the training methods that can be used
5. Technology has had a significant impact on customer service systems. Explain the advantages and disadvantages this impact has had



6. Explain the influence that social and cultural factors can have upon customers' behaviour, attitudes and expectations

7. Empowering employees is considered important in providing good customer care and service:
 - A) Explain what is meant by empowerment
 - B) Describe the levels of empowerment
 - C) Explain the benefits and possible drawbacks of 'empowering employees'

8. Discuss the role that managers should play in the development of a customer focused culture within an organisation