INTERNATIONAL UNIVERSITY OF EAST AFRICA
'Learning to Succeed'

# FACULTY OF BUSINESS MANAGEMENT

## END OF SEMESTER EXAMINATIONS - DECEMBER 2025

**PROGRAMME: BTHM**
**YEAR/SEM: YEAR 2/SEMESTER 1**
**COURSE CODE: BTHM 2102**
**NAME: CUSTOMER CARE AND SERVICE DELIVERY**

**DATE:**
**TIME:**

**INSTRUCTIONS TO CANDIDATES:**

## SECTION A

*compulsory*

**Question 1:**

Customer Care and service delivery is vital in the Tourism and hospitality operations as it influences customer satisfaction and eventually customer loyalty hence making them come back for the services. However, in one of the Tourism and Hospitality Operations, services have been poor and customers never wish to visit them again due to a number of challenges which are affecting our industry.

As a customer care agent in the sector;

1a. Analyse the challenges that you think could be affecting the Tourism and Hospitality industry in regard to customer care ((10 marks))

b. What advice would you give to overcome these challenges ((10 marks))

c. In case training has to be effected, how would you identify the training needs of your employees? (10 marks)

d. What challenges are you likely to encounter as you choose to train your employees? (10 marks)

**Question 2:**

a. A chance guest (without prior knowledge about Across the Nile hotel) has walked into your hotel with very high expectations of first class service. As a customer care professional describe how you are going to receive and serve from order taking till fair welling him.(10 marks)

b. During your order taking, you realize one person is passionate about alcohol and needs technical effort to cool his emotions. Explain how you will handle this.(10 marks)

c. How would you integrate customer care in tourism business?(10 marks)

d. Discuss the challenges that normally hinder proper execution of customer care among service agents (10 marks)

## SECTION B

*Attempt three questions*

**Question 1:**

a. Explain the significance of effective communication in a business environment (10 marks)

b. There are certain obstacles which sometimes hinder the process of communication, making it less useful for the sender as well as the receiver. Justify the statement (10 marks)S

**Question 2:**

a. Define customer care (02 marks)

b. Discuss the major objectives of customer service (08 marks)

c. Explain six (6) facts about customer care (12 marks)

**Question 3:**

a.Hospitality is friendly, welcoming behaviour towards guests or people you have just met. In line with the above, explain the major tips on how you can give the first impression (10 marks)

b. Explain the Hospitality expressions that matter to our guests (10 marks)

**Question 4:**

a. Discuss in detail the five (5) service dimensions that customers care about (10 marks)

b. Explain the different types of external customers and how they affect our business (10 marks)

**Question 5:**

a. Explain the various ways in which the employer can train employees ethical behaviour in customer service ethics (10 marks)

a. Thoroughly discus why customer loyalty is important in tourism and hospitality industry (10 marks)

**Question 6:**

a. “Keeping life time guests” and “customer retention” are totally distinct. Discuss (6 marks)

b. As a customer care professional, explain the strategies you would apply to retain customers (14 marks)

**Question 7:**

a. Discuss the major types/ sources of complaints that maybe experienced in the tourism and hospitality industry (10 marks)

b. Describe the procedures for handling complaints (10 marks)

**Question 8:**

a. Differentiate between customer satisfaction and customer loyalty (4 marks)

b. Discuss ways on how you can improve customer satisfaction (8marks)

c. How can you improve customer loyalty (8 marks)

**Question 9:**

a. Communication involves the message, the sender and receiver and should contain certain characteristics in order to be effective in fulfilling the purpose. Discuss (10 marks)

b.As a tourism and hotel professional, your job is communication and must be carried out in a way that portrays good skills. Analyse the skills you would need in order to be effective in your communication

**Question 10:**

Without customer care, other components of business would not survive for long. Discuss. (20 marks)

**Question 11:**

a.Customer complaints are not “complaints but benefits”. Discuss. (10 marks)

b.Explain the best practices when training staff on how to handle complaints (10 marks)

**Question 12:**

Assuming that a customer is not happy about the slow service and other factors in the “Across the Nile Crocodile Bar and restaurant”, discuss as a manager the factors that influence the customer’s level of satisfaction or dissatisfaction.(20 marks)