



MURANG'A UNIVERSITY OF TECHNOLOGY
SCHOOL OF HOSPITALITY AND TOURISM MANAGEMENT
DEPARTMENT OF HOSPITALITY, TRAVEL AND TOURISM
MANAGEMENT

UNIVERSITY ORDINARY EXAMINATION

2024/2025 ACADEMIC YEAR

SECOND YEAR FIRST SEMESTER EXAMINATION FOR BACHELOR
OF SCIENCE IN TOURISM MANAGEMENT

HTM 200 – CUSTOMER CARE MANAGEMENT

DURATION: 2 HOURS

INSTRUCTIONS TO CANDIDATES:

1. Answer question ONE and any other two questions.
2. Mobile phones are not allowed in the examination room.
3. You are not allowed to write on this examination question paper.

SECTION A – ANSWER ALL QUESTIONS IN THIS SECTION

QUESTION ONE (30 MARKS)

- a. Define the following terms as used in customer care management:
 - i. Complaints (2 marks)
 - ii. Information (2 marks)
 - iii. Flyer (2 marks)
 - iv. Front office (2 marks)
- b. Explain two (2) ways in which the front of the desk staff and ambience influence a tourist's decision making process. (4 marks)
- c. Describe five (5) factors that have to be in consideration when setting up a customer care desk or front office for a travel and tour company. (10 marks)
- d. Explain three (3) qualities of a good customer care agent. (6 marks)

SECTION B – ANSWER ANY TWO QUESTIONS IN THIS SECTION

QUESTION TWO (20 MARKS)

Describe how the following inform a good customer experience:

- i. Diversity of employees (5 marks)
- ii. Technology (5 marks)
- iii. Clientele feedback (5 marks)
- iv. Mode of payment (5 marks)

QUESTION THREE (20 MARKS)

- a. Discuss two (2) customer winning and retention strategies in tourism. (8 marks)
- b. Explain the following perspectives in relation to customer care:
 - i. Process. (4 marks)
 - ii. Capability (4 marks)
 - iii. Philosophy (4 marks)

QUESTION FOUR (20 MARKS)

Discuss how the following impact customer experience and decision to give your company repeat business.

- i. Location of office. (5 marks)
- ii. Telephone etiquette (5 marks)
- iii. Standard operating procedures (5 marks)
- iv. Company web presence (5 marks)