

SECTION A (32 marks)

Answer ALL questions in this section.

1. State **four** ways in which a manager may motivate customer service staff in an organisation. (4 marks)
2. List **three** reasons that make it necessary for a customer service staff to maintain eye contact when serving a customer. (3 marks)
3. State **three** benefits that an organization may get from customer complaints. (3 marks)
4. List **three** reasons why some organisations require their customer care staff to wear uniform. (3 marks)
5. State **three** problem solving methods that may be used in customer service. (3 marks)
6. List **three** techniques which may be used in an organisation to retain customers. (3 marks)
7. State **three** advantages of using a company website to offer customer service in a tour guide company. (3 marks)
8. Outline **three** ways in which a supervisor may improve human relations among employees in an organisation. (3 marks)
9. State **three** causes of interpersonal conflicts among employees in a customer care department. (3 marks)
10. Outline **four** ways in which customer service staff may contribute to poor service delivery. (4 marks)

SECTION B (68 marks)

Answer any FOUR questions from this section.

11. (a) Explain **four** reasons that make public relations essential in tour guiding operations. (8 marks)
- (b) Outline **six** ways through which a tour guiding company can obtain information on customer needs. (9 marks)
12. (a) Explain **six** factors that may make a customer service officer perceive a customer as challenging. (9 marks)

- (b) Mr. Yego, a customer care employee at Makango Limited, has treated a customer inappropriately. Explain **four** measures he should take to rectify the situation. (8 marks)
13. (a) Explain **six** characteristics of an excellent leader in a customer care department. (9 marks)
- (b) Mr. Zawadi has been using services from the Big Five Tours Limited over the last ten years. Explain **four** reasons that may have influenced him to remain loyal to the company. (8 marks)
14. (a) Outline **six** ways through which a customer care staff can demonstrate good listening skills while interacting with a customer. (9 marks)
- (b) Explain **four** primary needs of every customer. (8 marks)
15. (a) Describe the steps followed when solving a problem in a customer care environment. (9 marks)
- (b) Explain **four** factors that may account for the widespread use of suggestion boxes as a method of obtaining customer feedback in tour guide companies. (8 marks)

THIS IS THE LAST PRINTED PAGE.