



**JARAMOGI OGINGA ODINGA UNIVERSITY OF SCIENCE & TECHNOLOGY
SCHOOL OF BUSINESS AND ECONOMICS**

MAIN CAMPUS

**UNIVERSITY EXAMINATION 2017/18 FOR THE DEGREE OF BACHELOR OF
INTERNATIONAL TOURISM MANAGEMENT 3RD YEAR 1ST SEMESTER**

MAIN CAMPUS

COURSE CODE: BBM 3217

COURSE TITLE: CUSTOMER RELATIONS

EXAM VENUE:

STREAM: BTM Y3S1

DATE: 22/12/17

EXAM SESSION: 2.00 – 4.00PM

TIME: 2 HOURS

INSTRUCTIONS:

- 1. Answer Question ONE (COMPULSORY) and ANY other 2 questions**
- 2. Candidates are advised not to write on the question paper.**
- 3. Candidates must hand in their answer booklets to the invigilator while in the examination room.**

Question 1

- a). Evaluate the benefits of various customer loyalty programs applied in tourism and hospitality sector to both the customers and the organization.(10 marks)
- b). Describe customer complaints procedures as applied in tourism and hospitality industry. (10 marks)
- c). Recommend the strategies for improving customer relations and building customer loyalty in tourism sector.(10 marks)

Question 2

- a). With relevant examples, recommend to a tourism personnel, some of the personal attributes and qualities required from a tourism and hospitality service personnel. (10 marks)
- b). Explain the approaches that can be applied to meet customer expectations in tourism and hospitality sector. (10 marks)

Question 3

- a). Clearly justify why customers sometimes express difficult behaviour in their encounters with services in tourism and hospitality sector. (10 marks)
- b). With the aid of a well cited examples, suggest ways of dealing with angry customers in the context of tourism and hospitality services. (10 marks)

Question 4

- a). Recommend measures of improving and managing service productivity. (10 marks)
- b). Describe key issues involved in managing service quality in tourism and hospitality sector.(10 marks)

Question 5

- a). Justify with reasons why customer feedback is important to a firm offering tourism and hospitality services. (10 marks)
- b). Describe five methods that company can apply in obtaining tangible, actionable and valuable customer feedbacks from its market. (10 marks)