



NAMIBIA UNIVERSITY
OF SCIENCE AND TECHNOLOGY
FACULTY OF COMMERCE HUMAN SCIENCES AND EDUCATION

DEPARTMENT OF HOSPITALITY AND TOURISM

QUALIFICATION : BACHELOR OF TOURISM INNOVATION AND DEVELOPMENT	
QUALIFICATION CODE: 07BTID	LEVEL: 7
COURSE CODE: FCS510S	COURSE NAME: FOUNDATIONS OF CUSTOMER SERVICE IN HOSPITALITY AND TOURISM
SESSION: JUNE 2022	PAPER: THEORY
DURATION: 2 HOURS	MARKS: 100

FIRST OPPORTUNITY EXAMINATION QUESTION PAPER	
EXAMINER(S)	ME. HENDRIENA SHIYANDJA
MODERATOR:	MRS. PETRINA HAUFIKU-MAKHUBELA

INSTRUCTIONS
<ol style="list-style-type: none">1. Answer ALL the questions.2. Write clearly and neatly.3. Number the answers clearly.

PERMISSIBLE MATERIALS

1. NONE

THIS QUESTION PAPER CONSISTS OF 3 PAGES (Including this front page)

QUESTION 1**(5x2 = 10 marks)****Briefly explain the following terms**

- 1.1 Customer service
- 1.2 Crisis
- 1.3 Customer perception
- 1.4 Customer expectations
- 1.5 Customer oriented organisation

QUESTION 2**(34 marks)****Please read the story line below and answer the questions**

Mr and Mrs Niikondo arrived at Hosea Airport to check in for the flight to Cape Town. They Arrived 1h30 minutes earlier and decided to check in earlier. As they headed to the check in desk, they were told to wait as the check in lady is not ready to check them in yet.

After 30 minutes of waiting the check in agent asked them to come forward to attend to them, without any apology she continued with, Can I have your passports please? The couple then asked the agent why it took so long for them to check in and the agent replied saying technical problems.

The couples waited, while the agent was busy checking them in, suddenly she tells the clients to stand aside, took their passports, without explaining anything, she disappeared and came back only after 30 minutes. The agent then came back and told the couple that they cannot fly on the aircraft as the aircraft was fully booked.

Mr Niikondo was very upset as he drove a long way and was early for his check in just to be told their aircraft is fully booked and he has paid for his ticket. The agent then told Mr Niikondo that there is nothing she can do and that the couple needs to go to the nearest air Namibia customer service centre. Mr Niikondo was fuming with anger that he will not live the check in desk till he gets on to that flight and that he wants to see the manger.

2.1 Identify the problems with the service delivery**(6 Marks)****2.2 Explain the best possible solution for this problem****(6 Marks)**

2.3 Discuss the do's and don'ts of handling this problem as an employee. (10x2=20)

QUESTION 3

(5 x5) = 25 marks

Identify the five (5) types of customers and discuss how you can handle them in a service encounter.

QUESTION 4

Perishability, simultaneity, and intangibility are three characteristics of the service industry; giving examples from Namibia explain how a hospitality establishment can make sure that its services are consistently in good quality to safeguard excellence in service delivery. (7x3) = 21 marks

QUESTION 5

Explain how an employee in the tourism industry can improve cross cultural communication amongst other employees and customers to promote an excellent customer service environment.

(12 Marks)