



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

**DEPARTMENT OF HOSPITALITY AND TOURISM**

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| <b>QUALIFICATION : BACHELOR OF TOURISM INNOVATION AND DEVELOPMENT</b> |  |
| <b>QUALIFICATION CODE: O7BTID</b>                                     | <b>LEVEL: 7</b>  |
| <b>COURSE CODE: FCS510S</b>   | <b>COURSE NAME: FOUNDATIONS OF CUSTOMER SERVICE IN HOSPITALITY AND TOURISM</b> |
| <b>SESSION: JULY 2022</b>   | <b>PAPER: THEORY</b>   |
| <b>DURATION: 2 HOURS</b>  | <b>MARKS: 100</b>  |

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| <b>SECOND OPPORTUNITY EXAMINATION PAPER</b> |                               |
| <b>EXAMINER(S)</b>                          | MS. HENDRIENA SHIYANDJA       |
| <b>MODERATOR:</b>                           | MRS PETRINA HAUFIKU-MAKHUBELA |

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

**PERMISSIBLE MATERIALS**

1. NONE

**THIS QUESTION PAPER CONSISTS OF 2 PAGES (Including this front page)**

**QUESTION 1**

**(4 x 5 = 20 marks)**

In reference to this term, **Customer Service Excellence**. Discuss the principles and the importance of excellent customer service in the tourism industry.

**QUESTION 2**

**(10 x 2= 20 marks)**

**Customers are an important asset to the organization and employees should be encouraged to retain and exceed customer expectations**

Elaborate different ways that can be used by the organization to empower employees to provide excellent service to customers

**QUESTION 3**

**(10 x2 =20 marks)**

Discuss how loyalty programmes can be used by companies like Fly Namibia and Hilton to retain customers?

**QUESTION 4**

**(5x4 =20 marks)**

Identify and briefly explain five of the seven expectations of hospitality customers.

**QUESTION 5**

**(10 x2) = 20 marks)**

Discuss the importance of teamwork in delivering excellent customer service in the tourism Industry

TOTAL 100