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: FCS 510S	COURSE NAME: FOUNDATIONS OF CUSTOMER SERVICE
SESSION: JULY 2023	PAPER: THEORY (PAPER 2)
DURATION: 2 HOURS	MARKS: 100

SECOND OPPORTUNITY EXAMINATION QUESTION PAPER	
EXAMINER(S)	Mrs. K. TSHITUKENINA
MODERATOR:	Mrs. P. HAUFIKU-MAKHUBELA

INSTRUCTIONS
1. Answer ALL the questions.
2. Read all the questions carefully before answering.
3. Number the answers clearly

THIS QUESTION PAPER CONSISTS OF _2_ PAGES (Including this front page)

QUESTION 1

Provide some ways in which you can show good/ positive body language when talking to a guest?

5 marks

QUESTION 2

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

(5x3) = 15 marks

QUESTION 3

Explain the characteristics of services in the hospitality and tourism industry that makes it unique from other businesses. **(4x3) =12 marks**

QUESTION 4

In reference to this term, Customer Service Excellence, discuss the principles of excellent customer service in the tourism industry under the following principles. **(3x4) =12 marks**

- Create a positive first impression.

- Identify and help meet the customer's needs.

- Create a positive last impression.

QUESTION 5

Describe the steps to better Customer experience management. **(5x2) =10 marks**

QUESTION 6

Describe barriers to effective communication. **(8x2) =16 marks**

QUESTION 7

Briefly explain the barriers to intercultural communication. **(5x2) =10 marks**

QUESTION 8

Explain how you will make it easy for customers to complain. **(5x2) =10 marks**

QUESTION 9

Explain the Benefits of teamwork in customer service. **(5x2) =10 marks**

TOTAL **100 MARKS**