



**PAMIBIA UNIVERSITY
OF SCIENCE AND TECHNOLOGY**

FACULTY OF MANAGEMENT SCIENCES

DEPARTMENT OF HOSPITALITY & TOURISM

QUALIFICATION: BACHELOR OF HOSPITALITY	
QUALIFICATION CODE: 07 BHMN	LEVEL: 7
COURSE CODE: CSH 620S	COURSE NAME: CUSTOMER SERVICE IN HOSPITALITY
SESSION: NOV 2019	PAPER: THEORY
DURATION: 2 HOURS	MARKS: 100

FIRST OPPORTUNITY QUESTION PAPER	
EXAMINER(S)	MR. G. CLOETE
MODERATOR:	DR. W. MUHOHO

INSTRUCTIONS
1. Answer ALL the questions. 2. Write clearly and neatly. 3. Number the answers clearly.

PERMISSIBLE MATERIALS

1. Examination Paper
2. Examination Script

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

Question 1

Briefly outline the Characteristics of Customer Service.

(4 Marks)

Question 2

Customers are vital in any organisation and without them businesses may not survive. Briefly explain the benefits of teamwork during Customer Service and provide examples in Hospitality where necessary.

(7 Marks)

Question 3

Maslow's Hierarchy of Needs is a motivational theory in psychology comprising a five-tier model of human needs, often depicted as hierarchical levels within a pyramid. Discuss the Hierarchy of needs pertaining to customer services in Hospitality & Tourism.

(15 Marks)

Question 4

Briefly converse the difference between Core Service and Customer Service.

(8 Marks)

Question 5

Service quality can be divided into five dimensions. Explain each dimension and give one clear (existing or desirable) example per dimension from the NUST Restaurant.

(10 Marks)

Question 6

Contrast and compare the Evolution of Customer Service in terms of Customer Trends, now and then.

(10 Marks)

Question 7

Customer service may be mediocre because of barriers that exist within the system. Discuss the barriers to customer service.

(10 Marks)

Question 8

Namibia's Skills deficits; perceptions and experiences are at an alarming rate especially in Hospitality and Tourism with regards to service delivery. What strategies may be taken to turn the situation around?

(12 Marks)

Question 9

The opening of the Namibian skies for customer service to other airlines may present challenges and disadvantages to Air Namibia which has had the monopoly since its inception. With reference to the above extract, discuss the challenges and advantages that Air Namibia is likely to experience. (12 Marks)

Question 10

Motivation place a vital role in Customer Service especially for junior staff. Discuss briefly how organisations can manage and motivate service providers. What may be the potential outcomes? (12 Marks)

[100 Marks]

Good Luck !

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