



**PAMIBIA UNIVERSITY**  
**OF SCIENCE AND TECHNOLOGY**  
**FACULTY OF MANAGEMENT SCIENCES**

**DEPARTMENT OF HOSPITALITY AND TOURISM**

<b>QUALIFICATION : BACHELOR DEGREE IN TOURISM MANAGEMENT</b>	
<b>QUALIFICATION CODE: 07 BTMN</b>	<b>LEVEL: 7</b>
<b>COURSE CODE: CSH620S</b>	<b>COURSE NAME: CUSTOMER SERVICE IN HOSPITALITY</b>
<b>SESSION: JANUARY 2019</b>	<b>PAPER: THEORY</b>
<b>DURATION: 2 HOURS</b>	<b>MARKS: 100</b>

<b>SECOND OPPORTUNITY EXAMINATION QUESTION PAPER</b>	
<b>EXAMINER(S)</b>	DR. MUHOHO-MINNI
<b>MODERATOR:</b>	MR GERALD CLOETE

<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

*“Character plays a vital role in developing interaction with other colleagues or guests in general. The ways in which we carry ourselves and our level of emotional intelligence can make or break your service delivery”.*

In reference to this statement, and as a customer service personnel evaluate your character and discuss how it is likely to affect others, and how the character of others will affect you in the process of service delivery. **20 marks**

#### QUESTION 2

Discuss the do’s and don’ts of handling customer complaints. **20 marks**

#### QUESTION 3

Describe how the characteristics of service operations (Presence of the customer, simultaneity, perishability, intangibility, heterogeneity) can be related to Air Namibia. **20 marks**

#### QUESTION 4

Identify and briefly explain five of the seven expectations of hospitality customers. **(5x4) =20 marks**

#### QUESTION 5

Analyse the stages of the communication cycle and the likely problems that can occur to deter effective communication. **20 marks**