



**NAMIBIA UNIVERSITY
OF SCIENCE AND TECHNOLOGY**

FACULTY OF MANAGEMENT SCIENCES

DEPARTMENT OF HOSPITALITY & TOURISM

QUALIFICATION: BACHELOR OF HOSPITALITY	
QUALIFICATION CODE: 07BHMN	LEVEL: 7
COURSE CODE: CSH 620S	COURSE NAME: CUSTOMER SERVICE IN HOSPITALITY
SESSION: JAN 2020	PAPER: THEORY
DURATION: 2 HOURS	MARKS: 100

SECOND 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

Explain the term “Heterogeneity” (3 Marks)

Question 2

Briefly discuss the “Six Pillars” of Customer Service. (6 Marks)

Question 3

Customer satisfaction is vital in Hospitality & Tourism. Explain how “Customer Satisfaction” can be measured. Any ten! (10 Marks)

Question 4

Service being intangible has two dimensions. Briefly discuss! (10 Marks)

Question 5

Briefly discuss the purpose of measuring and managing performance! (6 Marks)

Question 6

Illustrate and briefly discuss the Service Package! (10 Marks)

(Including 2 Marks for sketch)

Question 7

Written Communication is of utmost importance especially when dealing with customers. Discuss the factors that need to be dealt with thoroughly when considering communicating to guest especially written communication. Any Ten. (10 Marks)

Question 8

Briefly deliberate on the Implications of Simultaneous Production and Consumption. (8 Marks)

Question 9

Teamwork plays a vital role in the success on organisations. Briefly discuss the benefits of teamwork. (8 Marks)

Question 10

Explain the three major stages of an economic evolution using Namibia as an example.

(9 Marks)

Question 11

Involving the customer in the service process can support a competitive strategy of cost leadership. Give 3 examples how the customer can be involved in the service process of a hotel with the goal of cost reduction.

(10 Marks)

Question 12

Illustrate and discuss the Process Service Matrix

(10Marks)

(2 Points each)

[100 Marks]

Good Luck!

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[100]