



**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 2024	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
<ol style="list-style-type: none">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