



PAMIBIA 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: JUNE 2023	PAPER: THEORY (PAPER 1)
DURATION: 2 HOURS	MARKS: 100

FIRST 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 3 PAGES (Including this front page)

QUESTION 1

- a) What is a customer? 3 marks
- b) Describe customer service. (2x2) = 4 marks
- c) List the different types of communication that we get in an organisation. 5 marks

QUESTION 2

First impressions count. You only get one chance. How do you create a positive first impression when providing customer service? 10 marks

QUESTION 3

Explain the five Dimensions of service quality. (5 x 2) = 10 marks

QUESTION 4

Describe three phases of Customer relationship management (CRM). (3 x 2) = 6 marks

QUESTION 5

Customer relationship management consists of four elements. List and describe these elements. (4 x 2) = 8 marks

QUESTION 6

- a) What is stress? 2 marks
- b) Explain the changes that can cause stress in the workplace? (5 x 2) = 10 marks

QUESTION 7

How can employers avoid stress in the workplace. (5 x 2) = 10 marks

QUESTION 8

- a) List 3 types of crises. 3 marks
- b) Describe and give examples of the types of crises mentioned in the answer above in a) (3 x 3) = 9 marks

QUESTION 9

Explain the benefits and drawbacks/disadvantages of empowering staff/ employees to deliver good service. **(10 x 2) = 20 marks**

TOTAL

100 MARKS