



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: FCS510S	COURSE NAME: Foundations of Customer Service
SESSION: June 2025	PAPER: THEORY (PAPER 1)
DURATION: 2 HOURS	MARKS: 100

FIRST OPPORTUNITY QUESTION PAPER	
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INSTRUCTIONS
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**(5x2=10)**

Define the below standing terminology.

1.1 Simple Problem

1.2 Chronic Problem

1.3 Crises

1.4 Stress

1.5 Barriers to effective communication

Question 2**(3x3=9)**

There are three main types of crises. Identify and describe the three types of crises and provide examples of each to aid in the description.

Question 3**(12 + 18=30)**

Stress can have both a positive and negative impact on an employee. Identify and explain a) the causes of stress in the workplace and b) the impact of inappropriate stress levels on the workplace.

Question 4**(10x2=20)**

Communication is a critical component in any Hospitality and Tourism organisation. Identify and briefly explain the Barriers that can prevent effective communication in these organisations.

Question 5**(5)**

Relationship Marketing is a philosophy of doing business that focuses on keeping and improving current customers. Briefly explain the outcomes or results companies wish to achieve via Relationship Marketing.

Question 6**(3x2=6)**

Relationship Management is the act of a company building and managing relationships with their customers. Explain the three (3) phases involved in Relationship Management.

Question 7**(7x2=14)**

Customer Experience management is the action of the company to meet and exceed all customer needs and want. There are 7 steps involved in creating better customer experiences. Describe these steps.

Question 8**(6)**

Markets and customers change as trends, fads and fashions changes. Customers are better informed and educated than ever before. What are the top global trends affecting the customer currently?