



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: July 2025	PAPER: THEORY (PAPER 1)
DURATION: 2 HOURS	MARKS: 100

SECOND OPPORTUNITY QUESTION PAPER	
EXAMINER(S)	Mrs. K Tjitukenina Ms. AAR Siebert
MODERATOR:	Mrs. Petrina 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 2 PAGES (Including this front page)

Question 1**(5x3=15)**

Customers are mainly separated into five (5) groups. Identify these customers and indicate how to handle them effectively.

Question 2**(9x2=18)**

Customer expectations can be defined as “what a customer anticipates or believes they will receive from a product, service, or brand, influencing their buying decisions and overall experience.” Briefly describe the factors that influences Customer Expectations.

Question 3**(10)**

“First Impressions” can be defined as the initial opinion or perception someone forms about another person or thing during their first encounter. Write instructions to your teammates informing them on how they can create positive First Impressions

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

Customer Experience Management (CEM) is the discipline of treating your customer relationships as assets with a goal of engaging customers as brand advocates. Select 10 of the 13 components that makes up Customer Experience Management and discuss how these components contribute to CEM.

Question 5**(7x2=14)**

Reflecting Skills are part of the Communication Skills family. Being able to reflect on conversations or past communications gives one clarity and information on the current and possible future communication situation. Identify and describe the components of effective Reflection.

Question 6**(8x2=16)**

Customer complaints is a situation that allows service providers to address problems occurring in the organisation. Sometimes the customer can become difficult because they feel frustrated by the lack of service or the current problem. Outline a course of action that can be taken when dealing with these difficult customers.

Question 7**(6+1=7)**

- a. Define “Stress in the workplace” and b. identify and describe the steps an organisation can take to overcome or avoid stress at organisational level.