

SIR ARTHUR LEWIS COMMUNITY COLLEGE
DIVISION OF TECHNICAL EDUCATION AND MANAGEMENT STUDIES

EXAMINATION SESSION : December 2007 Examination
TUTOR (S) : Mrs. D. Preville-Alfred
PROGRAMME TITLE : Hospitality Studies
Food & Beverage Operations
PROGRAMME CODE : 3HS-TAT-AD
3HS-FAB-AD
COURSE TITLE : Quality Customer Care
COURSE CODE : HOS108
CLASS (ES) : Year 1
DATE : 11th December, 2007
COMMENCEMENT TIME : 9:00 a.m.
DURATION : 2½ Hours
INVIGILATOR (S) : Mrs. A. Reid, Ms. S. Meliat
ROOM (S) : HOS R2



#C4



I.D. Number:.....

Programme:.....

INSTRUCTIONS:

This Examination paper contains *four* (4) sections – A, B, C & D.

Section A – True/False (15 marks)

Section B – Short Answer (20 marks)

Section C – Case Study (25 marks)

Section D – Choose either *question one* (1) or *question two*(2). (20 marks)

SECTION A - True/False

Read the following statements and indicate True/False on the lines provided.

- _____ 1. Service recovery occurs when a provider is able to make restitution, solve a problem, or regain customer trust after service breakdown.
- _____ 2. Service breakdown are rare in most organizations.
- _____ 3. Thirteen percent of customers who have service problems tell three to five other people.
- _____ 4. Organisational factors related to policies or procedures are rarely the basis for service breakdowns.
- _____ 5. To effectively serve your customers, you need a strong knowledge of products, Services, organizational structure, and goals.
- _____ 6. Service breakdowns always occur as a result of service provider error.
- _____ 7. In the follow-through phase of recovery, negotiations take place in which the Organization and customer commit to specific actions.
- _____ 8. One key strategy for preventing dissatisfaction is to learn to think like a customer.
- _____ 9. The primary purpose of any good service recovery programme should be to return the organization-customer relationship to a normal status.
- _____ 10. Customer satisfaction and loyalty are a result of effective product and service delivery, resolution of problems, and elimination of dissatisfiers.
- _____ 11. To strengthen customer relationships, each employee must consciously strive to identify and exceed customer needs.
- _____ 12. Customers usually decide to purchase or repurchase from a supplier based on the quality and performance of their products and service.
- _____ 13. Many customers return to organizations because of relationships established with employees even though comparable.
- _____ 14. As customers develop long-term relationships with organizations, they tend to become more satisfied with service.
- _____ 15. Projecting an enthusiastic "I'm happy to serve you" attitude is one way to positively impact customer relationships.

(1 mark each)

SECTION B – Short Answer questions

Complete all the following questions

1. Define the following terms:

a. Habit _____

b. Attitude _____

c. Customer Value _____

d. Professionalism _____

e. Team Work _____

(2 marks each)

2. Distinguish between internal and external customers using examples for each.

(10 marks)

SECTION C

Read the following passage and answer the questions which follow.

Yuki Shinoda manages her hotel's Marketing Department. Recently the sales staff has noticed a drop in return guests. Careful inspection of the newly renovated property showed no evidence of any problems there, and interviews with members of the sales staff have not produced any good leads toward solving the problem. At the suggestion of the general manager, Yuki began observing staff members who dealt directly with the customers. Soon the problems became evident. Even though the front desk staff were operating efficiently and each staff member was performing his or her job as required, the customers checking in and out seemed uncomfortable and hurried. More observation in other areas of the hotel confirmed her suspicions that guests were not really feeling at home among staff members. Although subtle, the interactions between guests and customers seemed strained. Further observation and conversations with the personnel director convinced Yuki that the drop in repeat sales was in part due to the poor interactions between the staff and guests.

1. State *one* (1) way in which Yuki and the personnel director approach solving this problem? (5 marks)
2. Describe *three* (3) other factors that may be involved in the decrease in return guests? (6 marks)
3. Explain *four* (4) ways in which the hotel can reach non-returning guests. (8 marks)
4. Explain *two* (2) ways Yuki may benefit from having both a formal education in hospitality and work experience when solving this problem? (6 marks)

SECTION D

Question One

"The key to quality in tourism, hospitality and leisure services is customer satisfaction"

You are required to discuss this statement through identifying *four* (4) processes a tourist attraction may adopt in order to fulfill their customers' expectations.

(20 marks)

OR

Question Two

One full-page ad for Bay Gardens Inn shows a smiling, professional-looking woman checking into a Bay Gardens Inn. The copy says, "Who would know better how to make you feel welcome wherever you travel? Any day you may be one of the thousands of people who set out on a journey. Over the years, we've welcomed more of you to more places in the world than anyone else. And all that experience has shown us how to make you feel perfectly at home. Even in a place where the only familiar sight may be our friendly sign. Bay Gardens Inn. Stay with some you know."

- i. Explain the two phrases in this ad that might appeal to travellers?

(4 marks)

- ii. Describe four ways in which this ad tries to convince you that Bay Gardens Inn is the place to stay?

(8 marks)

iii. Write an ad for your own hotel, which describes what you say to welcome your guests?

(8 marks)