



**THE COUNCIL OF COMMUNITY COLLEGES OF JAMAICA**

**ASSOCIATE OF SCIENCE EXAMINATION**

**SEMESTER II – 2014 MAY**

**PROGRAMMES:** HOSPITALITY AND TOURISM MANAGEMENT

**COURSE NAME:** CUSTOMER SERVICE  
**CODE:** (HOSP1102)

**YEAR GROUP:** ONE

**DATE:** MONDAY, 2014 MAY 12

**TIME:** 9:00 A.M. – 12:00 NOON

**DURATION:** 3 HOURS

**EXAMINATION TYPE:** FINAL

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**INSTRUCTIONS:**

*This Examination paper has 3 pages*

**SECTION B:** ANSWER ANY THREE (3) QUESTIONS FROM THIS SECTION.

## SECTION B

*Instructions: Answer any **THREE (3)** questions from this section.*

### Question 1

- a. Explain the importance of customer service to an organization. (5 marks)
- b. Identify **five (5)** myths about service. (5 marks)
- c. Using **three (3)** of the myths mentioned in (c) above, explain how training in customer service would change the perceptions of internal customer service. (15 marks)

*(Total 25 marks)*

### Question 2

Loyal customers are capable of generating more funds for any business organization because according to researchers there is a positive relationship between satisfied, loyal customers and profitability.

- a. Give a suitable definition for customer loyalty. (1 mark)
- b. Discuss any **three (3)** strategies that can be used to develop or maintain customer loyalty within an organization. (15 marks)
- c. Clearly explain **three (3)** reasons for the poor delivery of customer service in some organizations and advise management on **three (3)** ways to correct these situations. (9 marks)

*(Total 25 marks)*

### Question 3

- a. List **five (5)** reasons why communications with customers fail. (5 marks)
- b. Discuss **three (3)** strategies that organizations can use to improve communications with customers. (15 marks)
- c. Create a situation which involves dealing with a difficult customer and say how you would handle the situation. (5 marks)

*(Total 25 marks)*

**Question 4**

- a. Who are challenging customers? (1 marks)
- b. Discuss any **five (5)** characteristics of challenging customers. (15 marks)
- c. Explain **three (3)** ways to cope with challenging customers. (9 marks)
- (Total 25 marks)

**Question 5**

You have been asked to speak to the new customer service recruits on the topic "The Attributes of Service Personnel the Keys to Success".

Write your speech, using no more than eight (8) paragraphs.

(Total 25 marks)

**END OF EXAMINATION**





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**PROGRAMMES:** HOSPITALITY AND TOURISM MANAGEMENT  
**COURSE NAME:** CUSTOMER SERVICE  
**CODE:** (HOSP1102)  
**YEAR GROUP:** ONE  
**DATE:** MONDAY, 2015 MAY 11  
**TIME:** 9:00 A.M. – 12:00 NOON  
**DURATION:** 3 HOURS  
**EXAMINATION TYPE:** FINAL

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**INSTRUCTIONS:**

**SECTION B:** ANSWER ANY THREE (3) QUESTIONS FROM THIS SECTION.

## SECTION B

*Instructions: Answer any **THREE (3)** questions from this section.*

### Question 1

- a. "A company's most vital asset is its customers." Some companies do not recognize this and end up losing their customers because of bad service. Discuss and give examples of the different types of turnoffs that a customer could experience which would result in a company losing its customers. (15 marks)
  - b. As a manager of a hospitality and tourism organization explain **two (2)** strategies you would implement to ensure that your staff delivers excellent customer service. (10 marks)
- (Total 25 marks)**

### Question 2

The image of the customer service representative is very important to the success of any organization. Discuss **five (5)** attributes of the ideal service personnel that would contribute to this success, and give examples in each case. (Total 25 marks)

### Question 3

Identify **five (5)** barriers to effective communication in a customer service environment and explain using examples how each one negatively impacts the effective delivery of customer service. (Total 25 marks)

### Question 4

The Rose Maze Enterprise is losing sales, due to the fact that the service-providers emit a poor attitude. The manager realizes that in order to regain customer loyalty and basically rebuild its image in the customer's mind is through quality customer service. Mrs. Jackson, the director of the company asked you to make a presentation to management and staff. You are required to cover the following in your presentation:

- a. Describe the **five (5)** needs of a customer. (5 marks)
  - b. Discuss the **seven (7)** expectations of any customer. (14 marks)
  - c. Explain in detail the type of service culture that workers at the Rose Maze Enterprise should have so that their customers will be satisfied. (6 marks)
- (Total 25 marks)**

**Question 5**

One of the most important procedures used by companies in the delivery of service is the method used for dealing with customer flow.

- a. clearly outline the **four (4)** phases of customer flow that a customer may go through. (12 marks)
- b. Explain **three (3)** strategies that can be used by organizations to reduce the psychological aspect of waiting. (9 marks)
- c. Briefly explain the most popular queuing system used in service organizations. (4 marks)

*(Total 25 marks)*

**END OF EXAMINATION**







**THE COUNCIL OF COMMUNITY COLLEGES OF JAMAICA**

**ASSOCIATE OF SCIENCE EXAMINATION**

**SUMMER/SUPPLEMENTAL – 2014 AUGUST**

**PROGRAMMES:** HOSPITALITY AND TOURISM MANAGEMENT

**COURSE NAME:** CUSTOMER SERVICE FOR THE HOSPITALITY  
INDUSTRY

**CODE:** (HOSP1102)

**YEAR GROUP:** TWO

**DATE:** MONDAY, 2014 AUGUST 18

**TIME:** 9:00 A.M. – 12 NOON

**DURATION:** 3 HOURS

**EXAMINATION TYPE:** FINAL

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*This Examination paper has 3 pages*

**INSTRUCTIONS:**

**SECTION B: ANSWER ANY THREE (3) QUESTIONS FROM THIS SECTION.**

## **SECTION B**

***Instructions: Answer any THREE (3) questions from this section.***

### **Question 1**

Customer service has become a critical tool in ensuring customer retention. As a result most organisations have been expending significant sums of money to improve service in their organisations.

- a. Explain the importance of customer service. **(5 marks)**
- b. Outline **five (5)** characteristics of service and give **one (1)** example of each **(20 marks)**

**(Total 25 marks)**

### **Question 2**

Customer's expectations are essential in determining the service quality of an organisation. Using **one (1)** example for each, explain **five (5)** basic expectations of a customer. Limit your answer to three (3) pages. **(Total 25 marks)**

### **Question 3**

- a. Customer loyalty is crucial to any business operation and it is important that steps are taken to eliminate customer turnoffs. Discuss and give relevant examples of the different types of turnoffs. **(20 marks)**
- b. State **three (3)** ways in which customer flow can be monitored. **(5 marks)**

**(Total 25 marks)**

### **Question 4**

- a. Warren Bennis stated that Leaders think about empowerment, not control." Explain the term empowerment. **(5 marks)**
- b. Describe **five (5)** reasons an organization may fail at providing exceptional customer service to its clients. **(20 marks)**

**(Total 25 marks)**

**Question 5**

- a. Discuss with examples the ways in which customer – contact employees can improve relationships with their customers. **(20 marks)**
  
- b. Identify any **two (2)** of the four key ingredients to any successful empowerment programme. **(5 marks)**

**(Total 25 marks)**

**END OF EXAMINATION**





**THE COUNCIL OF COMMUNITY COLLEGES OF JAMAICA**

**ASSOCIATE OF SCIENCE EXAMINATION**

**SEMESTER II – 2016 MAY**

**PROGRAMMES:** HOSPITALITY AND TOURISM MANAGEMENT

**COURSE NAME:** CUSTOMER SERVICE

**CODE:** (HOSP1102)

**YEAR GROUP:** ONE

**DATE:** MONDAY, 2016 MAY 9

**TIME:** 9:00 A.M. – 12:00 NOON

**DURATION:** 3 HOURS

**EXAMINATION TYPE:** FINAL

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*This examination paper has 3 pages*

**INSTRUCTIONS:**

**SECTION B:** ANSWER ANY THREE (3) QUESTIONS FROM THIS SECTION.



## SECTION B

*Instructions: Answer any **THREE (3)** questions from this section.*

### Question 1

#### CASE STUDY

Tom and Andrea Harris planned to visit a hotel in Ocho Rios, Jamaica for two weeks during the winter season. They had planned this vacation for the past three years, waiting for the time their son, Ean would go off for college. They made reservations at the Orizon Beach Resort and Spa, an all-inclusive resort.

The Harrises took the scheduled flight from Atlanta and arrived in Montego Bay. They were very disappointed because there was no limousine waiting as indicated by the reservation agent and after making three calls a taxi cab finally arrived. The driver was anxious to make the return trip and he explained that the vehicle had some minor problems. The cab was not air-conditioned and they had to stop four times to put water in the radiator as the engine was overheating. They eventually arrived at the hotel six hours after arriving on the island and they were met at the hotel by the assistant manager, a very unpleasant young man who constantly frowned and responded to their questions with a very nonchalant attitude.

They enquired about their room and were directed to the front desk where they met a young lady who was quite pleasant but took an excessively long time to check them in because the computer with the property management system had broken down and they had to be checked in manually. The Harrises were furious by this time. They had already made up their minds they would not return to Jamaica.

- A. Identify the **THREE (3)** laws of service the employees of Orizon Beach Resort and Spa did not adhere to. Use information from the case to support your answer. (9 marks)
- B. Meeting the expectations of the guest is an essential part of providing quality service. List **FOUR (4)** guest expectations as indicated in Davidoff (1994) (4 marks)
- C. Based on the case, explain **ONE (1)** expectation that was not met. (3 marks)
- D. The concept of service has unique characteristics. List **THREE (3)** and evaluate the issues in the above case as it relates to each characteristic. (9 marks)

(Total 25 marks)

**Question 2**

- A. Draw a diagram of the structure of traditional service organization and **ONE (1)** of the modern service organization showing reporting relationship. (13 marks)
- B. Describe **THREE (3)** characteristics of the modern service organization. (12 marks)

(Total 25 marks)

**Question 3**

- A. Give a brief explanation of any **FIVE (5)** of the deadly sins of service. (10 marks)
- B. Evaluate the **TWO (2)** options for queuing available to hospitality firms. (5 marks)
- C. Explain **FOUR (4)** strategies a firm may use in order to minimize the customer's perception of waiting times. (10 marks)

(Total 25 marks)

**Question 4**

- A. Cite giving practical examples **THREE (3)** reasons why customers make complaints to customer service providers. (6 marks)
- B. Outline **THREE (3)** reasons for communicating. (6 marks)
- C. Describe the communication process. (13 marks)

(Total 25 marks)

**Question 5**

- A. Give a definition for the term Problem Solving and explain why most individuals dread this activity (4 marks)
- B. Why is follow up important in problem solving? (4 marks)
- C. Identify and explain **FIVE (5)** barriers to problem solving and the decision making process (10 marks)
- D. List the steps in the problem solving process (7 marks)

(Total 25 marks)

**END OF EXAMINATION**







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**SUMMER/SUPPLEMENTAL – 2016 AUGUST**

**PROGRAMMES:** HOSPITALITY AND TOURISM MANAGEMENT

**COURSE NAME:** CUSTOMER SERVICE FOR THE HOSPITALITY INDUSTRY  
**CODE:** (HOSP1102)

**YEAR GROUP:** TWO

**DATE:** MONDAY, 2016 AUGUST 15

**TIME:** 9:00 A.M. – 12:00 NOON

**DURATION:** 3 HOURS

**EXAMINATION TYPE:** FINAL

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*This Examination paper has 3 pages*

**INSTRUCTIONS:**

**SECTION B:** ANSWER ANY THREE (3) QUESTIONS FROM THIS SECTION.

## SECTION B

*Instructions: Answer any **THREE (3)** questions from this section.*

### Question 1

The Rose Maze Enterprise is losing sales, due to the fact that the service-providers emits a poor attitude. The Manager realizes that in order to regain customer loyalty and basically rebuild its image in the customer's mind is through quality customer service. Mrs. Jackson the director of the company asked you to make a presentation to management and staff. You are required to cover the following in your presentation:

- a. Ways in which the internal customer can be satisfied (4marks)
  - b. The **FIVE (5)** needs of a customer (7 marks)
  - c. The expectations of customers (14 marks)
- (Total 25 marks)

### Question 2

Problem solving and conflict management is important in the smooth running of any organization.

- a. Discuss the Problem Solving Model (15 marks)
  - b. Discuss **FIVE (5)** barriers to problem solving and decision making. (10 marks)
- (Total 25 marks)

**Question 3**

It is through customer service that we communicate best with our customers as customer service providers.

- a. Define the term "Communication". (2 marks)
  - b. Discuss **FIVE (5)** methods of communications that is used effectively in customer service interaction. (15 marks)
  - c. Eye contact is very powerful in service delivery. Discuss briefly this statement by taking one (1) side. (8 marks)
- (Total 25 marks)

**Question 4**

- a. Define customer flow. (3 marks)
  - b. Outline the **FOUR (4)** phases of customer flow. (6 marks)
  - c. Using examples explain **FOUR (4)** ways in which the psychological aspects of waiting can be reduced. (16 marks)
- (Total 25 marks)

**Question 5**

- a. Define empowerment. (2 marks)
  - b. Identify **THREE (3)** reasons why customers complain. (3 marks)
  - c. When determining a solution for a problem, individual strategies or a combination of strategies may be used. Identify **ONE (1)** of the complaints identified above and use either pro-con sheets, **or** brainstorming **or** flow chart to determine the best solution for the problem. (15 marks)
  - d. What role does negotiation play in problem solving? (5 marks)
- (Total 25 marks)

**END OF EXAMINATION**

