



**FBS – Providing quality
customer care services
T082**

Tuesday, 20/7/2021
08:30 – 11:30 AM

Names.

Index number

TVET NATIONAL EXAMINATION, RTQF LEVEL 5, 2020-2021

QUESTIONS and ANSWERS BOOKLET

OPTION/TRADE: FOOD AND BEVERAGE SERVICES

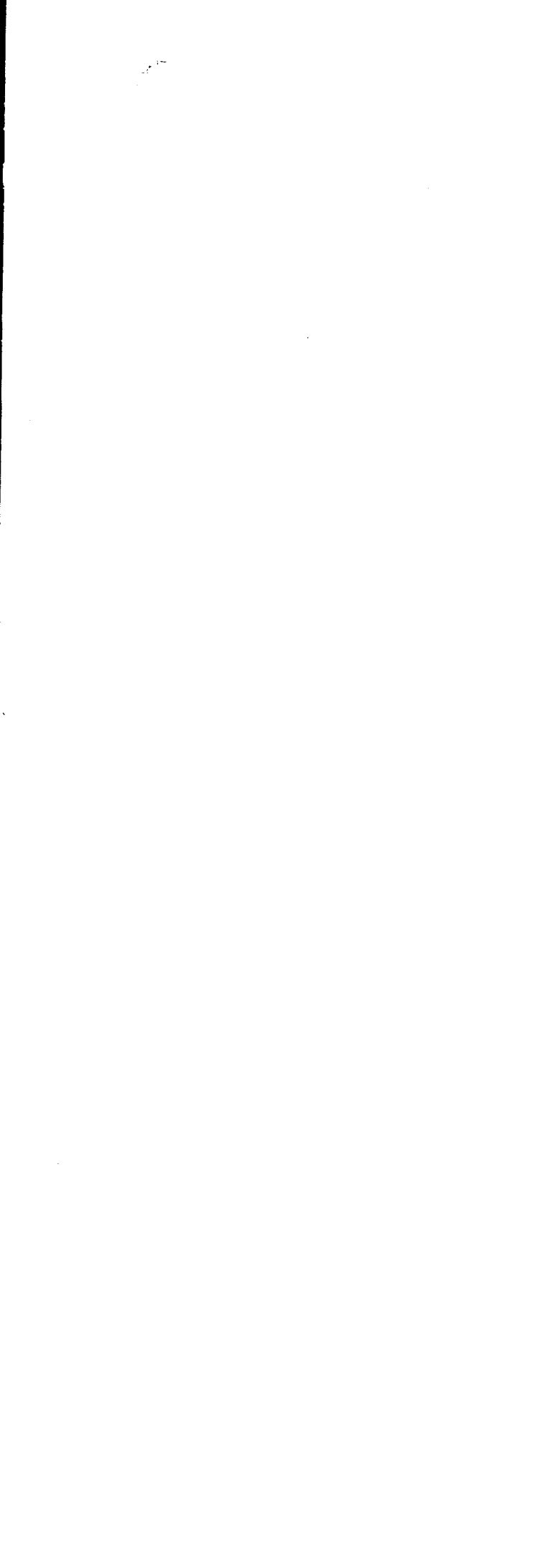
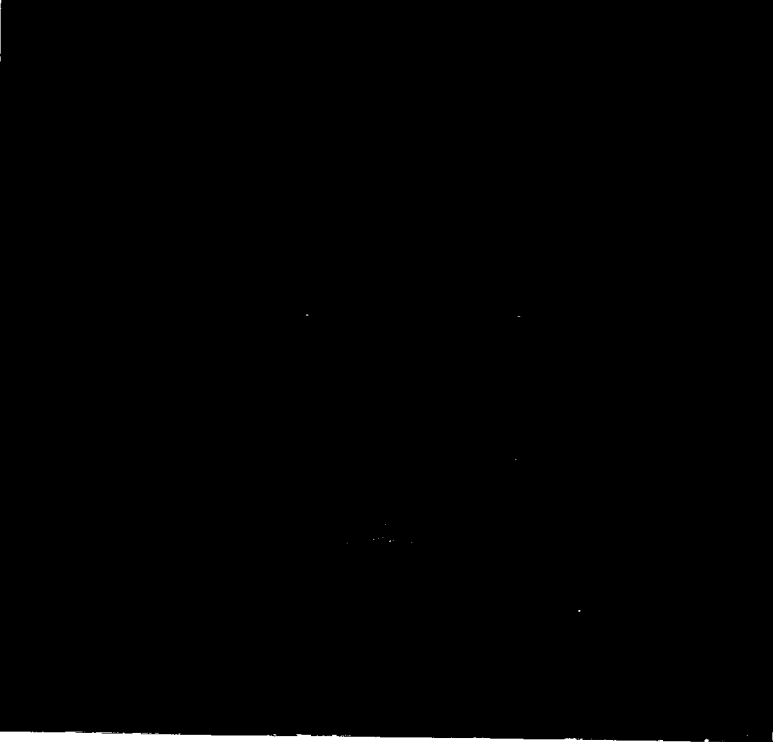
SUBJECT: Providing quality customer care services

ACADEMIC YEAR: 2020-2021

Read carefully the instructions on page (i) & (ii).

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TVET NATIONAL EXAMINATION, RTQF LEVEL 5, 2020-2021

INSTRUCTIONS TO CANDIDATES: PART I (Answer Booklet)

1. A candidate should fill in the actual names and the index number on the cover of this questions and answer booklet on the provided place (Black Box).
2. It is illegal for a candidate to write any of his/her names, index number or a school name inside the answer booklet.
3. A candidate should check if all pages of the answer booklet are complete. No candidate should remove or tear any pages or part of it from the answer booklet.
4. A candidate should answer in the language in which the examination is set. (See page **(ii)**)
5. A candidate should sign on the sitting plan when submitting the answer booklet. He/she has also to check if the answer booklet is well sealed.
6. No extra paper is allowed in the examinations room. If a candidate is caught with it his/her results will be nullified.
7. No candidate is allowed to write answers not related to the subject being sat for, otherwise it will be considered as a cheating case.
8. Write your answers on the 12 lined pages (From page 1 of 12 to page 12 of 12).
9. Use the last non-lined pages as draft.
10. Results for any candidate who is caught in examination malpractices are nullified. The cheating can be recognized during examinations administration, marking exercise or even thereafter.

TVET NATIONAL EXAMINATION, RTQF LEVEL 5, 2020-2021

OPTION/TRADE: FOOD AND BEVERAGE SERVICES

SUBJECT: Providing quality customer care services

DURATION: 3 hours

INSTRUCTIONS TO CANDIDATES: PART II (Question Paper)

The paper is composed of two (2) main Sections as follows:

Section I: Attempt all the Twelve (12) questions (60 marks)

Section II: Attempt any Four (4) questions out of Six (6) (40 marks)

Allowed materials:

- Ruler and square
- Calculator

Note:

Every candidate is required to carefully comply with the provided assessment instructions.

Section I: Attempt all the Twelve (12) questions

(60 marks)

- 01.** a) What does it mean customer care? **(2marks)**
b) After identifying the guest needs and expectations, demonstrate the strategies you may apply to satisfy guest needs and wants. **(3marks)**
- 02.** a) Write down any four (4) factors influencing customer preferences, needs and expectations. **(4marks)**
b) Who is an upset customer? **(1mark)**
- 03.** Enumerate five (5) tools of analyzing customer complaints. **(5marks)**
- 04.** As a professional staff at KISUNA Restaurant, one of your main goals is to promote your product and service. State at least five (5) promotional activities you will use to achieve your goals. **(5marks)**
- 05.** The ability to get well and understand what customer is saying shows that you care. As professional quality service provider, mention or list down at least five (5) effective listening strategies. **(5marks)**
- 06.** List down at least five (5) causes of customer's dissatisfactions. **(5marks)**
- 07.** What are the benefits of good customer service? **(5marks)**

- 08.** You are restaurant supervisor in x restaurant and during your duty you received a guest complaining about delay in service. Mention at least 5 effective communication techniques you apply to handle the complaint. **(5marks)**
- 09.** List down the importance of offering extras and add-ons to customers. **(5marks)**
- 10.** List down at least five (5) principles of quality customer's service. **(5marks)**
- 11.** a) What are the importances of potential customer for business? **(2marks)**
b) Why is it important to measure customer satisfaction? **(3marks)**
- 12.** Distinguish between customer service and customer promotion. **(5marks)**

Section II: Attempt any Four (4) questions out of Six (6) (40 marks)

13. a) A customer complain must be solved as soon as possible in customer service delivery. Describe terms and condition to resolve customer complaints. (5marks)
- b) What is the importance of customer complaints? (5marks)

14. Enumerate formal and informal research techniques used to gain products and services knowledge. (10marks)

15. Answer by **True** or **False**. Why do we ask questions? (10marks)

- a) To acquire knowledge.
- b) To eliminate confusion.
- c) To guide a conversation in the direction we want it to go.
- d) To enable a person to discover answers for themselves.
- e) To influence/alter someone else's opinion/view.
- f) To humbly show we have knowledge on a specific topic.
- g) To stimulate creativity and idea generation.
- h) To gain a person's attention.
- i) To solve a problem.
- j) To reach the agreement and the disagreement.

16. With the use of examples give and explain categorization of products according to the consumer. (10marks)

17. Goods and service are categorized according to different factors.

Describe the categories of goods and services according to the customer needs.

(10marks)

18. a) Outline any five (5) roles of customer care officer in organization

(5marks)

b) Mention at least five (5) cross culture differences of customers in a hotel.

(5marks)

