

CHUKA



UNIVERSITY

UNIVERSITY EXAMINATIONS

CHUKA AND EMBU CAMPUSES

**EXAMINATION FOR THE AWARD OF CERTIFICATE IN HOSPITALITY AND
TOURISM MANAGEMENT**

CHTM 00401: PUBLIC RELATIONS AND CUSTOMER CARE IN TOURISM

STREAMS: Y1S2

TIME: 2 HOURS

DAY/DATE: THURSDAY 12/04/2018

8.30 A.M. – 10.30 A.M.

INSTRUCTIONS:

- **Answer question ONE (1) and any other two questions.**

QUESTION ONE

- (a) Explain any three ways public relations and customer services can collaborate better to enhance customer satisfaction. (6 marks)
- (b) Explain any seven customer service skills that employees in any organization should master in they are forward facing with customers. (14 marks)
- (c) Define the following terms:
- (i) Public relations (2 marks)
 - (ii) Customer service culture (2 marks)
 - (iii) Ethics (2 marks)
 - (iv) Propaganda (2 marks)
 - (v) Crisis (2 marks)

QUESTION TWO

- (a) Explain ways one can use to deal with angry customers during tense situations and resolve the situation to everyone's satisfaction. (8 marks)

- (b) Explain the elements of a strong customer service culture in any organization. (8 marks)
- (c) Discuss current trends in customer service. (4 marks)

QUESTION THREE

- (a) Explain any 5 public relations tools and activities that an organization can use to promote positive attitudes and behaviours towards your business and convert interested consumers into customers. (10 marks)
- (b) Explain the importance of ethics in customer dealings. (5 marks)
- (c) Explain any five ways organizations can write for ear and not for the eye. (5 marks)

QUESTION FOUR

- (a) Explain any 5 Golden Rules of public relations crisis management. (10 marks)
 - (b) Explain the organizational and structural differences between small and large businesses. (5 marks)
 - (c) Outline the steps involved in customer sourcing and identification of their needs. (5 marks)
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