
CHUKA



UNIVERSITY

SUPPLEMENTARY / SPECIAL EXAMINATIONS

**THIRD YEAR EXAMINATION FOR THE DEGREE IN BACHELOR OF HOTEL
MANAGEMENT**

BCHM 331 : HOSPITALITY SERVICE MARKETING

STREAMS: BCHM (Y3 S1)

TIME: 2

HOURS

DAY/DATE: TUESDAY 17/11/2020

8.30 A.M – 10.00 A.M.

INSTRUCTIONS:

Answer Question one and any other Two.

QUESTION ONE (30MARKS)

Read the case study bellow and answer the questions that follows.

Customer service-The value of saying sorry.

The British Standard Institute (BSI) has reported on a survey it has undertaken that examines customer service. The report suggests that 76% of consumers said they had taken their business to a competitor as a result of poor customer service. (BBC 18th may 2007) However, the survey also reports that where a business apologises for the customer service failure, consumer is much more likely to remain loyal to the firm. Retaining customer means increased profitability-but do firms really recognize the true value of an apology?

Once company that has recognized the importance of maintaining strong customer loyalty is power supplier EDF. The company apologized to customers after some of them lost supplies for up to 30hours due to technical faults with system. EDF engineers worked intensively to resolve the fault and the company sent out a formal written apology and compensation for the worst affected customers (BBC 3rd April 2007)

Other resent apologies Have been made by television providers such as channel 4, after viewers were misled about calls to premium telephone lines to enter competitions. For example, it has been claimed that callers were told to phone a premium rate number even after contestants had been chosen (BBC 19TH Februaly2007). Assurance were made by channel 4 and the show's

presenters that a full investigation would be made. The quizzes featured on programmes can represent an important revenue flow for television and such, maintaining consumer confidence and loyalty is important.

Whilst understanding how to manage a customer service failure once it has occurred it is important and clearly advantageous to have resilient system/process to minimise the risk of a service failure.

(a). In relations to the above case study discuss the importance of competition in the hospitality service marketing. (10 Marks)

(b). With examples discuss five possible communication strategies that the hospitality firms may use to gain more customer against its competitor. (10 Marks)

c). What ways can a hospitality marketing manager use to get feedbacks from his customers. Give examples in each answer (10Marks)

QUESTION TWO (20 MARKS)

i). Explain the concept of a service encounters in any hospitality business of your choice. (10 Marks)

ii). With examples discuss various characteristics of the service in hospitality context. (10Marks)

QUESTION THREE 20 MARKS

a). With support to your answer explain any five factors that you may consider when starting a hospitality service firm in Kenya today (10 Marks)

b). What can you say about the importance of the hospitality service market intermediaries in distribution of services. (10 Marks)

QUESTION FOUR (20 MARKS)

i. Explain five important categories of information required for the effective demand and capacity-management of services in hospitality business. (10 Marks)

ii. Discuss five hospitality service marketing mix that you would use in your hospitality business planning. (10 Marks)

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