

CHUKA



UNIVERSITY

UNIVERSITY EXAMINATIONS

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

CHTM 00401: CUSTOMER CARE AND PUBLIC RELATIONS

STREAMS:

TIME: 2 HOURS

DAY/DATE: MONDAY 4/12/2017

11.30 A.M – 1.30 P.M

INSTRUCTIONS:

- **Answer question one and any other two questions**

1. (a) Explain your understanding of the term customer relations management.
[3marks]
- (b) Explain five importance of good customer relations to any organization.
[10marks]
- (c) Explain any five organizations publics stating clearly their relation to an organization.
[10marks]
- (d) Explain any four benefits that accrue to an organization with well established complaint handling systems and procedure.
[7marks]
2. (a) You have been asked by your organization management to prepare a report on various objectives of sponsoring a tournament. Explain the various objectives of such sponsorship.
[10marks]
- (b) Explain the variables used by an organization in measuring a customer satisfaction survey.
[10marks]
3. (a) Discuss the tools of good customer care retention programme you would advocate in hospitality industry of your choice.
[10marks]

(b) Explain any five causes of commitment of an organization to its publics.

[10marks]

4. (a) Explain any four advantages of customer retention.

[8marks]

(b) Give three importance of customer focused business.

[6marks]

(c) You have been recently appointed as the product manager of supa loaf mini bakery ltd in Meru. Explain the importance of developing long term relationships with customers.

[6marks]
