



ZIMBABWE

**MINISTRY OF HIGHER AND TERTIARY EDUCATION,
INNOVATION, SCIENCE AND TECHNOLOGY
DEVELOPMENT**

**HIGHER EDUCATION EXAMINATIONS COUNCIL
(HEXCO)**

NATIONAL CERTIFICATE

IN

FOOD AND BEVERAGE SERVICE

MODULE: Hospitality Customer Care

PAPER NO: 350/22/M04

DURATION: 3 Hours

JUNE 2023 EXAMINATION

REQUIREMENTS

INSTRUCTIONS TO CANDIDATE

- 1. Answer ALL questions.**
- 2. Start each question on a fresh page.**

PAPER NO: 350/22/M04 – HOSPITALITY CUSTOMER CARE

QUESTION 1

Explain the four (4) types of customers. (20 marks)

QUESTION 2

Highlight and explain any ten (10) customer retention strategies. (20 marks)

QUESTION 3

- (a) Highlight benefits of handling customer queries in the food and beverage service industry. (10 marks)
- (b) Describe any five (5) components of the customer service charter. (10 marks)

QUESTION 4

Explain any ten (10) individual behaviours that convey personality in good customer care. (20 marks)

QUESTION 5

- (a) Outline the procedure for handling customer complaints. (10 marks)
- (b) Describe any five (5) ways of building customer trust. (10 marks)

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