



**ZIMBABWE**

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

**HIGHER EDUCATION EXAMINATIONS COUNCIL  
(HEXCO)**

**NATIONAL CERTIFICATE**

**IN**

**FOOD AND BEVERAGE SERVICE**

**SUBJECT: Hospitality Customer Care**

**PAPER NO: 350/22/M04**

**DURATION: 3 Hours**

**OCTOBER / NOVEMBER 2024 EXAMINATION**

**REQUIREMENTS**

**INSTRUCTIONS TO CANDIDATE**

- 1. Answer any five (5) questions.**
- 2. Start each question on a fresh page.**

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*This paper consists of 2 printed pages.*

QUESTION 1

- a) Explain any five (5) characteristics of a good waiter / salesperson. (10 marks)
- b) Examine the five (5) individual behaviours that convey personality when dealing with customers. (10 marks)

QUESTION 2

Briefly explain the ten (10) tips of good customer care. (20 marks)

QUESTION 3

- a) Identify and explain any five (5) retention strategies a hotel can adopt for its survival. (10 marks)
- b) Analyse any five (5) causes of customer complaints. (10 marks)

QUESTION 4

- a) Define customer loyalty. (4 marks)
- b) Explain any eight (8) factors that influence customer loyalty. (16 marks)

QUESTION 5

- a) Explain any five (5) ripple effects of poor customer care. (10 marks)
- b) Highlight any five (5) prerequisites of meeting customer expectations. (10 marks)

QUESTION 6

Discuss any five (5) benefits of good customer care. (20 marks)

QUESTION 7

- a) Briefly explain any ten (10) ways of handling customer complaints. (10 marks)
- b) Examine the four (4) types of customers in the hospitality industry. (10 marks)

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