



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

MAY/ JUNE 2025 EXAMINATION

REQUIREMENTS

INSTRUCTIONS TO CANDIDATE

1. Answer any five (5) questions.
2. Each question carries twenty (20) marks.
3. Start each question on a fresh page.

QUESTION 1

- a) Explain the term customer. (4 marks)
- b) Analyse the statement, “A customer is always right”. (4 marks)
- c) Suggest why companies should satisfy the needs of employees. (12 marks)

QUESTION 2

- a) Identify and explain any five (5) causes of customer complaints in business. (10 marks)
- b) Examine any five (5) ripple effects of having a dissatisfied customer. (10 marks)

QUESTION 3

- a) Define customer loyalty. (5 marks)
- b) Examine any five (5) factors that influence customer loyalty. (15 marks)

QUESTION 4

- a) Examine any five (5) benefits of good customers care. (10 marks)
- b) Enumerate the ten (10) tips of good customer care. (10 marks)

QUESTION 5

- a) Explain any four (4) benefits of maintaining a good brand reputation. (8 marks)
- b) Briefly examine the importance of customer feedback. (12 marks)

QUESTION 6

- a) Outline any five (5) characteristics of good customer service personnel. (10 marks)
- b) Evaluate any five (5) strategies for service recovery. (10 marks)

QUESTION 7

- a) Identify and explain any five (5) retention strategies that a hotel can adopt for its survival. (10 marks)
- b) Outline any five (5) organisational behaviour that convey culture of good customer service. (10 marks)

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