



Class Activity:	BRS – Topic 1									
Student Name:										45
Student Number:	D	H	M							

In groups of two, choose a relevant, hospitality related business and elaborate on the following:

1. Briefly introduce your business and practically explain what management could do to anticipate customer 'needs and expectations'. (7)
2. Apply the four (4) 'Levels of Service' to your business. (8)
3. Explain your understanding of 'Zone of Tolerance' and apply it to your chosen business. (6)
4. Make suggestions on what your chosen business may do to identify and satisfy any four (4) 'basic needs' of your customers. (8)
5. Make recommendations on how to ensure your chosen business will operate according to a 'New Style of Management'. (6)
6. Suggest any five (5) 'customer service principles' that you feel are essential to ensure quality customer service. (10)

Submission date	
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