



<b>Class Activity:</b>	<b>Topic 6A</b>									
<b>Student Name:</b>										<b>24</b>
<b>Student Number:</b>	<b>D</b>	<b>H</b>	<b>M</b>							

The biggest challenge for hospitality management in the 21st century is directly linked to satisfying their customers' needs and expectations. Why, you might ask. Well, unless management and staff can offer their customers a higher level of service than their competitors, customers will be lost and the business will fail from the lack of patronage, resulting in lower revenues, lower staffing levels and possible bankruptcy.

- 1.1 Discuss the key elements when defining 'Quality Service'. (6)
- 1.2 List and explain the four basic needs that all customers have. (8)
- 1.3 Predict what would happen to a business if only 'nice' customers patronize a business. (10)

<b>Submission date</b>	/ /2022
------------------------	---------