



St. Michael's College, Cherthala

Alappuzha, Kerala-688 539

**Affiliated to University of Kerala
and Re-accredited by NAAC with 'A' Grade**



ADD ON COURSE 2022-23

Name of the Programme : CUSTOMER SERVICE SKILLS

Name of the Department : TOURISM

Course Code : TM 396



St. Michael's College

MAYITHARA P.O., CHERTHALA, ALAPPUZHA-688539

An institution with Minority Status Affiliated to the University of Kerala and
Re-accredited by NAAC with 'A' Grade

Add on Course - 2022-23

CHEMISTRY

Food Science and Quality Control

MANAGEMENT

Diploma in Port Operations and
Management (DPOM)

PSYCHOLOGY

Guidance Counseling and Psychology of
Interpersonal Relationships

SOFTWARE DEVELOPMENT

Python

ZOOLOGY

Techniques in Coastal Aquaculture

ENGLISH

(Certificate Course)

Basic Proficiency in English Language

COMMERCE

Certified Insurance Advisor and
Risk Analyst (CIARA)

ECONOMICS

Statistical Data Analysis
Using Software Packages

PHYSICS

Basics of C Programming

TOURISM STUDIES

Customer Service Skills

HISTORY

(Certificate Course)

Introduction to Indian Constitution

MALAYALAM

(Certificate Course)

Madhyama Malayalam



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NAME OF COURSE : **CUSTOMER SERVICE SKILLS**
COURSE CODE : **TM 396**
NO OF STUDENTS ENROLLED : **37**

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ADD -ON COURSE ON CUSTOMER SERVICE SKILLS

Submitted by

Tourism and Hospitality Management Division

Department of Vocational Disciplines

St.Michael's College Cherthala

ADD -ON COURSE ON CUSTOMER SERVICE SKILLS

1. Name of the Course and Offering Department:

Add -on course on Customer Service Skills proposed by the Tourism & Hospitality division of the Department of Vocational Disciplines, St.Michael's College Cherthala

2. Program Objective:

- Understand the importance of the customer to tourism business.
- Familiarize the desirable qualities a tourism professional should possess
- Demonstrate skills needed for verbal and non-verbal skills
- To practice the basic service procedures

3. Admission Eligibility:

HSE or VHSE (NSQF Level 4) passed students with basic understanding in travel and tourism or hospitality management.

4. Nature of the Programme such as Certificate Program/Diploma/Advanced Diploma etc.:

Certificate Programme

5. Duration of Programme:

35 hrs (either in the evening of regular working days or on Saturdays)

6. Program Fees:

Rs.750/- per student

7. Attendance Rules:

75% of the attendance is mandatory

8. Evaluation Process & Criteria:

The evaluation scheme for the course shall contain two parts;

- (a) Written examination and

(b) Practical test

60% of the total marks shall be given to the written examination and the remaining 40% for the practical test.

Assessment	Duration	Marks
Written Examination	2 hrs	60
Practical Test	2hrs	40
Total	4hrs	100

For the add-on programme, grade point and % of marks are introduced in 7-point Indirect Grading System as detailed below.

% of Marks	Grade	Interpretation
90 and above	A+	Outstanding
80 to below 90	A	Excellent
70 to below 80	B	Very Good
60 to below 70	C	Good
50 to below 60	D	Satisfactory
40 to below 50	E	Pass/Adequate
Below 40	F	Failure

9. Course Structure:

The course is designed in 4 modules

- Module 1 (8 hrs) : Introduction to customer service
- Module 2 (10 hrs) : Communication skills and grooming
- Module 3 (12 hrs) : Sales and methods of customer handling
- Module 4 (5 hrs) : Basic service procedures

10. Course Objective

1. To understand the importance of customer relationship in hospitality industry
2. To improve the communication skills and grooming standards
3. To get familiarize with the practical procedures related to customer service

11. Course Names with detailed Syllabus of Courses and References

Module 1 – Introduction to customer service [8 hours]

Introduction to customer service -definition-needs-wants-expectations customers-internal customers-external customers -importance of customer satisfaction-customers' expectations-creating good customer relations

Module 2 – Communication skills and grooming [10hours]

Grooming standards and personal hygiene first impressions-visual-vocal-verbal other desirable qualities-telephone skills-answering a call-phonetic alphabet product knowledge-destination-packages-transport-principal suppliers-sources of information

Module 3- Sales and methods of customer handling [12 hours]

The sales process-steps in selling-initial contact-building rapport-getting the initial information-finding out what the customer really wants-analyzing the information or analysis-recommendation-overcoming objections-getting the commitment-follow up-handling customer complaints-reasons for complaints dealing with complaint

Module 4- Basic service procedures [5 hours]

Practical session -Identification of Equipment -Table Laying and Relaying -Receiving and seating the guest- Procedure of service at table (Silver service and pre-plated service)- French for receiving and greeting the guest and seating the guest -French related to taking order and description of dishes-Inventory Procedure- Different Types of Napkin Folding (Bishop Cap, Book, Ladies Shoe etc...)

Reference Books

Roday Sunetra, Biswal Archana and Joshi Vandana (2011), Tourism Operations and Management (3rd Edn), Oxford University.

Andrews Sudhir, Food & Beverage Service: A Training Manual (2013), Tata McGraw Hill Publication.

John Cousins, Lillicrap Dennis and Weekens Suzanne (2014), Hodder Education, London.

12. Expected Outcome from each Course

By the end of the course students will attain a general proficiency in service procedures in the hospitality industry and get a strong foundation in customer handling skills needed for their future endeavours.

Class Schedule Format 2022-2023

Department: B VOC THM		Course: CUSTOMER SERVICE SKILLS			
Sl No	Date	Day	Time	Name of Teacher	Class Room No
1	17-10-2022	Monday	03.30 to 04.30	JYOTHY JOSEPH	BVoc
2	19-10-2022	Wednesday	03.30 to 04.30	JYOTHY JOSEPH	BVoc
3	21-10-2022	Friday	03.30 to 04.30	JYOTHY JOSEPH	BVoc
4	28-10-2022	Friday	03.30 to 04.30	JYOTHY JOSEPH	BVoc
5	31-10-2022	Monday	03.30 to 04.30	JYOTHY JOSEPH	BVoc
6	11-02-2022	Wednesday	03.30 to 04.30	JYOTHY JOSEPH	BVoc
7	11-04-2022	Friday	03.30 to 04.30	JYOTHY JOSEPH	BVoc
8	11-07-2022	Monday	03.30 to 04.30	JYOTHY JOSEPH	BVoc
9	14-11-2022	Monday	03.30 to 04.30	ABRAHAM K	BVoc
10	16-11-2022	Wednesday	03.30 to 04.30	ABRAHAM K	BVoc
11	18-11-2022	Friday	03.30 to 04.30	ABRAHAM K	BVoc
12	21-11-2022	Monday	03.30 to 04.30	ABRAHAM K	BVoc
13	23-11-2022	Wednesday	03.30 to 04.30	ABRAHAM K	BVoc
14	25-11-2022	Friday	03.30 to 04.30	ABRAHAM K	BVoc
15	28-11-2022	Monday	03.30 to 04.30	ABRAHAM K	BVoc
16	30-11-2022	Wednesday	03.30 to 04.30	ABRAHAM K	BVoc
17	12-05-2022	Monday	03.30 to 04.30	JITHU VARGHESE	BVoc
18	12-07-2022	Wednesday	03.30 to 04.30	JITHU VARGHESE	BVoc
19	12-09-2022	Friday	03.30 to 04.30	JITHU VARGHESE	BVoc
20	12-12-2022	Monday	03.30 to 04.30	JITHU VARGHESE	BVoc
21	14-12-2022	Wednesday	03.30 to 04.30	JITHU VARGHESE	BVoc
22	16-12-2022	Friday	03.30 to 04.30	JITHU VARGHESE	BVoc
23	01-02-2023	Monday	03.30 to 04.30	JITHU VARGHESE	BVoc
24	01-04-2023	Wednesday	03.30 to 04.30	JITHU VARGHESE	BVoc
25	21-01-2023	Saturday	09.30 to 10.30	INVITED FACULTY	B.Voc Hall
26	21-01-2023	Saturday	10.35 to 11.35	INVITED FACULTY	B.Voc Hall
27	21-01-2023	Saturday	11.40 to 12.40	INVITED FACULTY	B.Voc Hall
28	28-01-2023	Saturday	09.30 to 10.30	INVITED FACULTY	B.Voc Hall
29	28-01-2023	Saturday	10.35 to 11.35	INVITED FACULTY	B.Voc Hall
30	28-01-2023	Saturday	11.40 to 12.40	INVITED FACULTY	B.Voc Hall

Number and details of the students registered for the program

St. Michaels College, Cherthala

Details of the students

Discipline : B. Voc Tourism and Hospitality Management

Course title : Customer Service Skills

Sl No	Candidate Code	Name of the Student
1	35220136002	AJAY VARGHESE
2	35220136003	AKHIL KRISHNA A P
3	35220136004	ALAKANANDA JAYARAJ
4	35220136006	AMAL P SIMSON
5	35220136008	ARSHA ROY
6	35220136009	ASHIQUEKHAN R S
7	35220136010	ASWIN ANILKUMAR
8	35220136011	ASWIN V S
9	35220136012	ATHIRA K A
10	35220136013	ATHIRA V KUMAR
11	35220136014	BABITHA SELASTIN
12	35220136015	DOMINIC SAVIO
13	35220136016	GIPSON P S
14	35220136017	HARIKRISHNAN R
15	35220136019	JENNET K T
16	35220136020	JINOY JOHNSON
17	35220136021	JINSON K D
18	35220136022	JOYAL ANTONY

19 35220136023 KARTHIK SANTHOSH

20 35220136024 KARTHIKA P S

21 35220136025 LAKSHMI G

22 35220136026 MARIYAM MEREENA B

23 35220136027 MARY HELEN K G

24 35220136028 NANDHU R KRISHNAN

25 35220136029 NAVYA SEBASTIAN

26 35220136032 NOEL CHRISTY P S

27 35220136033 PRAVEENA P

28 35220136034 RAJASREE J

29 35220136035 SAFIN DAS

30 35220136036 SAJIN SABU

31 35220136037 SAJNA K

32 35220136039 SHAMNA SHAJAHAN

33 35220136040 SNEHITH JOHNSON

34 35220136041 SREEKUTTAN E S

35 35220136042 VIJAY JOHN

36 35220136043 VIJAY S

37 35220136044 VIVEK THLAKAN

Attendance Statement

SI No	Candidate Code	Name of the Student	% of Attendance
1	35220136002	AJAY VARGHESE	87
2	35220136003	AKHIL KRISHNA A P	84
3	35220136004	ALAKANANDA JAYARAJ	85
4	35220136006	AMAL P SIMSON	83
5	35220136008	ARSHA ROY	86
6	35220136009	ASHIQUEKHAN R S	84
7	35220136010	ASWIN ANILKUMAR	85

8	35220136011	ASWIN V S	83
9	35220136012	ATHIRA K A	82
10	35220136013	ATHIRA V KUMAR	84
11	35220136014	BABITHA SELASTIN	85
12	35220136015	DOMINIC SAVIO	83
13	35220136016	GIPSON P S	86
14	35220136017	HARIKRISHNAN R	84
15	35220136019	JENNET K T	86
16	35220136020	JINOY JOHNSON	84
17	35220136021	JINSON K D	85
18	35220136022	JOYAL ANTONY	83
19	35220136023	KARTHIK SANTHOSH	82
20	35220136024	KARTHIKA P S	84
21	35220136025	LAKSHMI G	85
22	35220136026	MARIYAM MEREENA B	85
23	35220136027	MARY HELEN K G	83
24	35220136028	NANDHU R KRISHNAN	82
25	35220136029	NAVYA SEBASTIAN	84
26	35220136032	NOEL CHRISTY P S	85
27	35220136033	PRAVEENA P	83
28	35220136034	RAJASREE J	82
29	35220136035	SAFIN DAS	84
30	35220136036	SAJIN SABU	85
31	35220136037	SAJNA K	83
32	35220136039	SHAMNA SHAJAHAN	82
33	35220136040	SNEHITH JOHNSON	84
34	35220136041	SREEKUTTAN E S	85
35	35220136042	VIJAY JOHN	83
36	35220136043	VIJAY S	82
37	35220136044	VIVEK THLAKAN	84

St. Michael's College, Cherthala

Add-on Course Examination March 2023

Discipline: Tourism Management

Course Title: Customer Service Skills

Time 01.00 hour
30

Maximum Marks

I. Answer ALL questions (Each question carries 1 mark)

1. Define service.
2. What you mean by need.
3. Who is a customer?
4. What is phonetic Alphabet.
5. What you mean by personality?
6. What is grooming?
7. Define hotel.
8. What you mean by a brochure.
9. What is A la carte
10. What you mean by first impression?

(10x1=10marks)

II. Answer any FIVE of the following questions (Each question carries 2 mark)

11. What you mean by visual impression
12. What is body language
13. What you mean by interpersonal skills
14. What is selling
15. What you mean by product knowledge
16. Name any two five star hotels in Kerala.

17. Write a note on personal hygiene

18. What do you mean by expectations

(5x2=10 marks)

III. Answer any ONE of the following questions (Each question carries 10 mark)

19. Write in detail about customers, types and importance of customer satisfaction.

20. What are the stages involved in sales process?

(1x10=10 marks)

Mark List

Discipline : B.Voc THM

Course Title : Customer service skills

Date of Examination : 16/03/2023

Maximum Marks: 30

Sl No	Candidate Code	Name of the Student	Mark Obtained
1	35220136002	AJAY VARGHESE	26
2	35220136003	AKHIL KRISHNA A P	29
3	35220136004	ALAKANANDA JAYARAJ	27
4	35220136006	AMAL P SIMSON	29
5	35220136008	ARSHA ROY	27
6	35220136009	ASHIQUEKHAN R S	25.5
7	35220136010	ASWIN ANILKUMAR	28.5
8	35220136011	ASWIN V S	24.5
9	35220136012	ATHIRA K A	29
10	35220136013	ATHIRA V KUMAR	26
11	35220136014	BABITHA SELASTIN	21
12	35220136015	DOMINIC SAVIO	21.5
13	35220136016	GIPSON P S	27.5
14	35220136017	HARIKRISHNAN R	26
15	35220136019	JENNET K T	19.5
16	35220136020	JINOY JOHNSON	22
17	35220136021	JINSON K D	20.5
18	35220136022	JOYAL ANTONY	20.5
19	35220136023	KARTHIK SANTHOSH	24.5
20	35220136024	KARTHIKA P S	22

21	35220136025	LAKSHMI G	28.5
22	35220136026	MARIYAM MEREENA B	29
23	35220136027	MARY HELEN K G	27
24	35220136028	NANDHU R KRISHNAN	25.5
25	35220136029	NAVYA SEBASTIAN	28.5
26	35220136032	NOEL CHRISTY P S	24.5
27	35220136033	PRAVEENA P	17
28	35220136034	RAJASREE J	25.5
29	35220136035	SAFIN DAS	25
30	35220136036	SAJIN SABU	24
31	35220136037	SAJNA K	27
32	35220136039	SHAMNA SHAJAHAN	18.5
33	35220136040	SNEHITH JOHNSON	20
34	35220136041	SREEKUTTAN E S	25
35	35220136042	VIJAY JOHN	23.5
36	35220136043	VIJAY S	26.5
37	35220136044	VIVEK THLAKAN	20





Andy
Principal
St. Michael's College
Cherthala