

101505T4TTM

TOURS AND TRAVEL CONSULTANT LEVEL 5

TO/OS/TM/CR/06/5

SUPERVISE CUSTOMER SERVICE

Nov. /Dec. 2022



THE KENYA NATIONAL EXAMINATIONS COUNCIL

WRITTEN ASSESSMENT

Time: 3 hours

INSTRUCTIONS TO CANDIDATES

Maximum marks for each question are indicated in brackets ().

*This paper consists of **THREE** sections: A, B and C.*

Answer questions as per instructions in each section.

You are provided with a separate answer booklet.

This paper consists of **SIX (6) printed pages**

Candidates should check the question paper to ascertain that all pages are printed as indicated and that no questions are missing

SECTION A (20MARKS)

ATTEMPT ALL QUESTIONS

1. Which of the following is an advantage of using emails as a communication tool in a travel office. (1 mark)
- A. It can send bulky messages.
 - B. It uses electricity
 - C. Has no health issues
 - D. Accessible
2. Why should a good tour company have proper communication standards? (1 mark)
- A. To minimize bureaucracy
 - B. To allow proper flow of information as per the stipulated procedures
 - C. To minimize discrimination among departments
 - D. To improve on the products offered in the organization.
3. Bad reputation in the travel and tourism sector can result from (1 mark)
- A. Failing to meet the expectations of the company
 - B. Delivering other services to customer
 - C. Having many employees
 - D. Inconsistency
4. Which of the following is a problem caused by the customer service provider that can prevent good service; (1 mark)
- A. Company policy
 - B. Poor time management
 - C. Out of date manuals
 - D. Poor equipment
5. Which of the following is an importance of Keeping of eye contact while providing services to customers. (1 mark)
- A. Show acceptance
 - B. Shows sincerity
 - C. Shows seriousness
 - D. Shows one is not moved at all

6. What is the importance of writing of customer reports to a travel and tours company (1 mark)

- A. They show the customer satisfaction graphs
- B. They enable the company know it employees
- C. They aid the company to realize the department it has
- D. They make customers happy since it's all about them

7. Why do most tour companies lack customer care departments; (1 mark)

- A. Poor planning
- B. Cost implication
- C. Lack of enough manpower
- D. Lack of interest

8. Mention one of the ways tours and travel companies can attract customers (1 mark)

- A. Change the route to make it cheap
- B. Change the mode of transport to accommodate few people
- C. Give discounts to customers
- D. Reduce the distance and price of the tour.

9. During telephone conversation which among the following will show courtesy. (1 mark)

- A. You can leave
- B. Pleasure
- C. Hello
- D. Yes, off course

10. Which of the following is a way in which difficult customer in the of travel and tourism industry can be handled; (1 mark)

- A. Leave where there are arguments.
- B. Request your colleague to handle the issue.
- C. Speak softly.
- D. Quit the job in case the case is beyond your control

11. Customer care is correctly defined as. (1 mark)

- A. Process of dealing with customers when they interact with your brand, products, or services to keep them happy and satisfied.
- B. Process of giving the support/assistance to your customers both before and after they buy and use your products or services
- C. Process of showing understanding to your customer
- D. Process of showing attention and care to customers' requirements.

12. What is the benefit of offering standard products and services to customers. (1 mark)

- A. Making your competitor to improve on their products
- B. Making the employees committed to fulfil the company objectives
- C. Creating winning advantages of the company management
- D. Making them loyal to your brand.

13. A memo is defined as (1 mark)

- A. Communication used to inform internal customers about a specific problem
- B. Communication used to inform external customers about an event
- C. Communication used to inform suppliers about the deliveries to make
- D. Communication used to inform

14. A Customer service charter is very key in a firm for (1 mark)

- A. Showing how organization commits itself to work with its customers
- B. Showing the commitment of the external customers to offer service
- C. Showing the commitment of the management to its employees
- D. Showing the need for the product to improved

15. is ensuring the needs of a customers are solved (1 mark)

- A. Customer service
- B. Gesture
- C. Problem solving
- D. Caring

16. Identify any possible contingency that may possibly affect a tourist who is touring Kenya (1 mark)

- A. Terrorism
- B. Banditry
- C. Inflation
- D. All of the above

17. Which of the following can be used as a possible mitigation measure for handling contingency situation in travel and tourism. (1 mark)

- A. First Aid kit
- B. Customer Briefing on dos and don'ts
- C. Evacuation Services
- D. All of the above

18. Why is it important to ask questions while communicating with the customer? (1 mark)
- A. To show understanding
 - B. To avoid misconceptions
 - C. To avoid disappointments
 - D. All of the above.
19. Why is it difficult to handle customers today in the travel and tourism industry? (1 mark)
- A. Due to the economic situation
 - B. Due to changing trend among the customers
 - C. Due to change in the training accorded to employees
 - D. All of the Above.
20. Which of the following is a negative impact of tourists on the environment (1 mark)
- A. Pollution
 - B. Bad influence and morals
 - C. Cultural erosion
 - D. Drug abuse

SECTION B(40MARKS)

ANSWER ALL QUESTIONS IN THIS SECTION

21. Outline **FOUR** advantages of providing good customer care. (4 marks)
22. State **THREE** channels which you can use to communicate with customers who are based in Europe. (3 marks)
23. Explain **FIVE** ways in which a tour company can cultivate good customer service. (5 marks)
24. Identify **FOUR** features of good customer service (4 marks)
25. State **THREE** emergency contacts that every tour company should have to enable them deal with contingency. (3 marks)
26. Outline **FIVE** contributions of social media forums such as Instagram, twitter and Facebook in contingency management in travel and tour operations. (5 marks)
27. Outline **FIVE** guidelines that your tour company can employ to maximize profits despite the economic inflation (5 marks)
28. Explain **FOUR** requirements for all tour companies when preparing customer service reports. (4marks)

29. Describe **FIVE** techniques a tour company may use to meeting customers' expectations while offering them service (5 marks)

30. Define the term mitigation as used in contingencies that occur in travel and tourism. (2marks)

SECTION C (40MARKS)

Answer any two questions in this section

31. There is a saying in customer service that 'a customer is always right' This does not prevent conflicts from arising in the industry.

a) Describe the procedure you should follow when coping with a tense situation and hopefully resolving it to everyone's satisfaction (12 marks)

b) Listening is a skill that must continuously be developed. Explain **FOUR** characteristic of good listening (8 marks)

32. a) Describe **SIX** effects of Covid – 19 pandemic on the hospitality, travel and tourism in Kenya. (12 marks)

b) Explain **FOUR** mitigation measure that should be put place to deal with the effect of Covid-19 in the tourism industry. (8 marks)

33. a) Describe **FIVE** techniques can be used to deal with difficult clients in the tourism industry. (10 marks)

b) Explain **FIVE** needs a customers may expect to be fulfilled from any service accorded to them. (10 marks)