

101505T4TTM
TOUR AND TRAVEL CONSULTANT LEVEL 5
TO/OS/TM/CR/04/5/A
SUPERVISE TRAVEL SERVICE DELIVERY

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: (20 MARKS)

In this section, each question carries one (1) mark. Attempt all questions in this section. Choose the correct answer and write it in the answer booklet provided.

1. The following are suppliers in travel service, except? (1 mark)
 - A. Airlines
 - B. Tour firms
 - C. Restaurants
 - D. Insurance

2. The guest reservation documents in a hotel reception includes all the following except? (1 mark)
 - A. Receipts
 - B. Tickets
 - C. Vouchers
 - D. Itineraries

3. Which of the following is the main tour accounting document. (1 mark)
 - A. Contracts
 - B. Settlement plans
 - C. Travel plans
 - D. Trip guide

4. The tour travel delivery service offices require the following tour ancillary services, except? (1 mark)
 - A. Banking
 - B. Memorandum
 - C. Entertainment
 - D. Medical

5. Identify an item which is not included in the tour travel file information. (1 mark)
 - A. Tourist age
 - B. Tourist gender
 - C. Tourist origin
 - D. Tourist income

6. Which of the following is not a detail in tourist travel contingency issues. (1 mark)
- A. Flight delays
 - B. Lost baggage
 - C. Terrorism
 - D. Flight payments
7. Classifications of travel contingency measures includes the following, except? (1 mark)
- A. Re-routing
 - B. Evacuations
 - C. Insurance
 - D. Guest delay
8. Define the term travel package. (1 mark)
- A. Combination of different travel services
 - B. Combination of Food and Beverages
 - C. Travel for leisure
 - D. Travel for Business
9. Which of the following is not a stakeholder in implementing the tour office operations. (1 mark)
- A. Trustees
 - B. Directors
 - C. Suppliers
 - D. Competitors
10. Identify the package tour in the list provided below. (1 mark)
- A. Hosted tours
 - B. Planned itineraries
 - C. Planned picnics
 - D. Safari expedition
11. Which of the following item is not included in a sales process. (1 mark)
- A. Prospecting
 - B. Preparation
 - C. Follow-up
 - D. Packaging

12. Identify a non-selling principle. (1 mark)
- A. Research
 - B. Promotion
 - C. Reputation
 - D. Prospects
13. Which one is not the role of the travel agents. (1 mark)
- A. Provide tour information
 - B. Sale travel cheques
 - C. Plan travel itineraries
 - D. Provide guests
14. When selling itinerary, which one is excluded in the attributes of a sales person. (1 mark)
- A. Faith
 - B. Trust
 - C. Empathy
 - D. Assertiveness
15. Which item of the following is not included in when handling customer complaints. (1 mark)
- A. Act slowly
 - B. Get all facts
 - C. Act quickly
 - D. Follow up
16. Which among the following is **NOT** a tourist. (1 mark)
- A. Refugees
 - B. Envoys
 - C. Business men
 - D. Transit travelers
17. In classifying customer feedbacks, the following is included, except? (1 mark)
- A. Product feedback
 - B. Sales feedbacks
 - C. Training feedbacks
 - D. Service feedbacks

18. How will you record customer complaints immediately as they arise (1 mark)
- A. Identify the nature of the complaint
 - B. Report the complaint to the boss
 - C. Implement the complaint resolution
 - D. Act on the nature of the complaint
19. The following are details required when opening a guest file, except? (1 mark)
- A. Names
 - B. Income
 - C. Gender
 - D. Duration
20. Which one is **NOT** an attribute of customer care. (1 mark)
- A. Honest
 - B. Hardworking
 - C. Obedient
 - D. Innocent

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SECTION B: (40 MARKS)

Attempt all questions in this section.

21. Explain the **TWO** components of a good reservation system used in tour service delivery. (2 marks)
22. State **FOUR** methods used by tourists in making tour bookings. (4 marks)
23. Outline **FOUR** benefits of handling guest complaints. (4 marks)
24. Explain **TWO** ways of measuring customer satisfaction. (4 marks)
25. Outline **FOUR** barriers to service delivery in tour company. (4 marks)
26. State **FOUR** elements of the travel experiences. (4 marks)
27. Explain **FOUR** causes of tourist complaints in a tour service delivery office. (4 marks)
28. Describe **FOUR** means of external communication used in tour service delivery. (4 marks)
29. Outline **FOUR** ways of handling tourist complaints. (4 marks)
30. Explain **FOUR** characteristics of the tourism product. (4 marks)
31. Explain **TWO** disadvantages of electronic communication in tour service delivery. (2 marks)

SECTION C: (40 MARKS)

Attempt any TWO questions in this section

32. a) Explain **FIVE** benefits of reservations to the guests. (10 marks)
b) Describe **FIVE** sources of information for making reservation. (10 marks)
33. a) Explain **FIVE** types of reservations a tour organization requires. (10 marks)
b) Explain **FIVE** reasons why a guest may be denied reservation at an accommodation facility. (10marks)
34. a) Describe **FIVE** methods of collecting tourist feedback during post tour delivery. (10 marks)
b) Explain **FIVE** causes of tourist complaints in a tour company. (10 marks)