

**101506T4TTM**  
**TOURISM AND TRAVEL MANAGEMENT LEVEL 6**  
**MANAGE TOUR AND TRAVEL PRODUCT QUALITY**  
**TO/CU/TM/CR/07/6**  
**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 **TWO** sections: A and B.*

*Answer questions as per instructions in each section.*

*You are provided with a separate answer booklet.*

**This paper consists of THREE (3) 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 (40marks)**

**Answer all the questions in this section**

1. List **FIVE** types of tourism products that are available in Kenya. (5marks)
2. State **FIVE** characteristics of tourism products. (5 marks)
3. Identify **FIVE** channels that a customer may use when launching complaints. (5marks)
4. Name **FIVE** tools that a tour company may use to acquire feedback from clients. (5marks)
5. Technology has significantly improved in the tour and travel industry. Outline **FIVE** uses of social media in the tourism and travel industry. (5marks)
6. The term “customer is always right” is popular among tourism establishments. State **TWO** ways in which service providers can handle difficult customers. (2marks)
7. State **FOUR** tools that can be used for monitoring and evaluating tour and travel product quality standards. (4marks)
8. Outline **THREE** uses of reports in the tourism industry. (3marks)
9. State **THREE** benefits of carrying out benchmarking of products and services. (3marks)
10. State **THREE** electronic media that a tour company may use to market and advertise tour products. (3marks)

**SECTION B (60 MARKS)**

**Answer any three questions in this section**

11. A travel agency is a private retailer or public service that provides travel and tourism-related services to the general public on behalf of accommodation or travel suppliers to offer different kinds of travelling packages for each destination.
  - a. Discuss **FOUR** challenges that an organization may face when adopting new technology. (8marks)
  - b. Explain **THREE** reasons that make air transport a preferred mode of travel. (6marks)
  - c. Describe **THREE** suppliers for tourism products. (6marks)
12. During a marketing advertisement, Maiden Safaris made a colourful advert featuring its products and services. However, after a while, a lot of customers complained about their services and products.

- a. Explain **FOUR** sources of complaints that may be a result of the above scenario. (4 marks)
  - b. Outline **THREE** benefits of good customer relations to service companies. (6marks)
  - c. Explain **THREE** benefits of customer complaints to a tour company. (6marks)
13. Tour and travel companies are unique in that their products are mainly service oriented.
- a. Explain **FIVE** characteristics of tourism products. (10marks)
  - b. Explain **FIVE** ways in which a tourism company may measure its performance. (10marks)
14. You have been appointed as the service manager of Utalii tour company. Its performance has been declining for the last three years and you are to investigate the root cause of the poor performance. In your findings from client feedback, it is a result of poor service delivery.
- a. Describe **FOUR** ways in which you will jumpstart the company's performance. (8marks)
  - b. Explain **THREE** factors to be considered in implementing change in an organization (6marks)
  - c. Explain **THREE** reasons why it is important for service companies to plan in advance (6marks)