

101506T4TTM

TOURISM AND TRAVEL CONSULTANT LEVEL 6

TO/0S/TM/CR/06/6

MANAGE 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 **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 questions in this section

1. Outline **SIX** communication channels in a tour and travel organization.
(6marks)
2. Identify **THREE** methods that you can use to communicate with your internal customers.
(3marks)
3. Describe **THREE** ways in which a tour guide can demonstrate effective listening skills.
(3marks)
4. Identify **FOUR** channels of external communication in a tour firm. (4marks)
5. State **THREE** contingency situations that you are likely to handle in a tour and travel company. (3marks)
6. List **FIVE** resources that you would require in order to handle contingency situations in travel and tour operations. (5marks)
7. Identify **FIVE** safety and security threats that can affect travel and tour operations.
(5marks)
8. Define customer service reports. (2marks)
9. Describe **FOUR** elements of a good customer service report. (4marks)
10. Identify **FIVE** mitigation measures for safety and security issues in travel and tour operations. (5marks)

SECTION B (60MARKS)

Answer any THREE questions in this section

11.

- a) Describe **FIVE** core competences of a customer care staff. (10marks)
- b) Describe **FIVE** communication etiquette you would apply while communicating over the phone. (10marks)

12.

- a) Describe **FIVE** ways in which customer satisfaction can be measured in a travel agency. (10 marks)
- b) Describe **FIVE** essentials of an effective communication system in customer service. (10marks)

13.

- a) Outline **FOUR** differences between internal and external communication systems. A (8marks)
- b) You have been appointed as a customer service manager of ABC Tour Company. Explain **SIX** reasons why you would use standard operating procedure in service. (12marks)

14.

- a) Describe **FIVE** ways of dealing with an upset customer in a travel agency firm. (10 marks)
- b) Explain **FIVE** causes of customer complaints in a tour company. (10 marks)