

1918/205
1919/205
CUSTOMER CARE
July 2019
Time: 3 hours



THE KENYA NATIONAL EXAMINATIONS COUNCIL
CRAFT CERTIFICATE IN TOUR GUIDING OPERATIONS
CRAFT CERTIFICATE IN TOUR GUIDING AND
TRAVEL OPERATIONS

MODULE II

CUSTOMER CARE

3 hours

INSTRUCTIONS TO CANDIDATES

*This paper consists of 15 questions in TWO sections; A and B.
Answer ALL the questions in section A and any FOUR questions from section B.
Write your answers in the answer booklet provided.
Candidates should answer the questions in English.*

This paper consists of 3 printed pages.

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

SECTION A (32 marks)

Answer ALL questions from this section.

1. State **four** indicators of good human relations at a work place. (4 marks)
2. List **three** publics of a tour firm. (3 marks)
3. List **three** benefits of good public relations to a tour firm. (3 marks)
4. State **three** causes of complaints by a tourist on a tour. (3 marks)
5. State **four** ways in which a computer enables staff in a tour firm to offer better customer services. (4 marks)
6. State **three** qualities of a receptionist in a front office department. (3 marks)
7. State **two** advantages of using personal interviews to collect customer feedback. (2 marks)
8. State **three** reasons that may make a guest to complain about food in a restaurant. (3 marks)
9. List **three** arrangements of a front office that would give a positive impression to a visitor. (3 marks)
10. List **four** channels that a customer may use to lodge a complaint at an accommodation facility. (4 marks)

SECTION B (68 marks)

Answer any FOUR questions from this section.

11. (a) Outline **four** ways in which a supervisor may ensure that there is no discrimination against staff at the work place. (8 marks)
- (b) Outline **six** ways in which a front office staff may handle a client by telephone. (9 marks)

12. (a) Explain **four** consequences of negative publicity to a tour firm. (8 marks)
- (b) Outline **six** factors that may lead to low staff morale in a tour business. (9 marks)
13. (a) Describe **six** ways in which customer satisfaction may be enhanced in a tour business. (9 marks)
- (b) Explain **four** steps that a supervisor may take when a customer has been treated inappropriately by a staff under him. (8 marks)
14. (a) Describe **four** methods that may be used to deal with long queues at the waiting lounge in an accommodation facility. (8 marks)
- (b) Outline **six** outcomes of employee dissatisfaction in an organization. (9 marks)
15. (a) Explain **four** reasons that may make an organization to carry out a team building exercise for its staff. (8 marks)
- (b) Outline **six** measures that may be taken in order to meet the expectations of customers. (9 marks)

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