



THE MOMBASA POLYTECHNIC UNIVERSITY COLLEGE

Faculty of Business & Social Studies

DEPARTMENT OF HOSPITALITY & TOURISM

CERTIFICATE IN TOUR AND TRAVEL OPERATIONS

(CTTO A08)

CUSTOMER CARE

END OF SEMESTER EXAMS

SERIES: APRIL/MAY 2010

TIME: 2 HOURS

INSTRUCTIONS TO CANDIDATES

1. The paper consists of **TWO** Sections **A** and **B**.
2. Section **A** is compulsory.
3. Answer any **TWO** questions from Section **B**.

SECTION A
(COMPULSORY)

- Q.1 (a) Identify any **FIVE** benefits of excellent customer service. (5 marks)
- (b) Describe the positive approach to customer service in travel and tourism. (5 marks)
- (c) List and explain **FIVE** reasons for poor customer service standards in tourism organizations. (10 marks)
- (d) List **FIVE** general rules for:
- (i) Telephone handling in an office. (5 marks)
- (ii) Face to face communication. (5 marks)

SECTION B

Answer any **TWO** questions from this Section.

- Q.2 Identify **FIVE** (5) different types of customers in travel and tourism and describe how you would handle each of the types. (20 marks)
- Q.3 Describe the selling process in a travel and tourism firm. (20 marks)
- Q.4 (a) Describe specific examples of situations in tourism when customers are prone to complain. (10 marks)
- (b) Explain how you would handle customer complaints successfully in a travel and tourism firm. (10 marks)
- Q.5 List and explain any **TEN** service quality criteria and that can be used in travel and tourism. (20 marks)