



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) (i) List any **FIVE** types of written communication used in travel and tourism. (5 marks)
- (ii) Identify the general rules to be followed in written communication. (5 marks)
- (b) (i) Describe **FIVE** situations in selling services in tourism. (5 marks)
- (ii) What are the general sales objectives in travel and tourism. (5 marks)
- (c) (i) Outline **FIVE** common reasons why people complain in travel and tourism. (5 marks)
- (ii) Highlight any **FIVE** ways of measuring customer service performance in an organization. (5 marks)

SECTION B

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

- Q.2 Highlight the general qualification and skills of an excellent customer care staff. (20 marks)
- Q.3 (a) Explain the reasons as to why it is important to calm upset customers. (10 marks)
- (b) List and describe the **THREE** listening techniques. (10 marks)
- Q.4 Imagine a situation whereby recently when visiting a supermarket you had a reason to complain about the service delivery. How was your complaint handled, and had you been in the position of the service provider, what would you have done. (20 marks)
- Q.5 Describe the **FOUR** components of a “VIP” process of service. (20 marks)