

1918/205
1919/205
CUSTOMER CARE
November 2018
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 FIFTEEN (15) questions in TWO sections; A and B.
Answer ALL questions in section A and any FOUR questions from section B in the
answer booklet provided.
Maximum marks for each part of a question are indicated.
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 the questions in this section.

1. Outline **four** reasons that make it necessary for a manager in a tour firm to measure the performance of its customer care staff. (4 marks)
2. Highlight **three** characteristics of the compromising technique in conflict resolution. (3 marks)
3. Outline **three** reasons that may make a dissatisfied customer fail to raise a complaint. (3 marks)
4. State **three** qualities that a mediator should possess in order to resolve conflicts effectively. (3 marks)
5. Highlight **three** benefits of giving service guarantees to customers. (3 marks)
6. Outline **four** ways in which a customer care staff in a tour firm may offend a customer. (4 marks)
7. State **three** ways in which a tours and travel firm may handle a complaint raised by a customer. (3 marks)
8. Outline **three** challenges that a customer care staff may face in an effort to improve personal grooming. (3 marks)
9. Outline **three** salient features of the authoritarian style of leadership in a customer service environment. (3 marks)
10. State **three** non-verbal cues that a customer care staff may use to enhance communication with a customer. (3 marks)

SECTION B (68 marks)

Answer FOUR questions from this section.

11. (a) Explain **six** reasons that may make a customer care staff to forward a customer complaint to the customer relations manager. (9 marks)
- (b) Explain **four** ways in which a customer care staff in a tour firm may create conflict with a customer. (8 marks)

12. (a) Kopi Tours and Travel Limited conducts customer surveys on a regular basis. Highlight **six** ways in which the information obtained from such surveys may be used by the organization. (9 marks)
- (b) Explain **four** roles played by the public relations department in a tours and travel agency. (8 marks)
13. (a) Outline **six** ethical behaviours that a customer care officer may demonstrate while serving customers. (9 marks)
- (b) Explain **four** measures that a customer care staff may take to ensure that a complaint received from a customer is resolved effectively. (8 marks)
14. (a) Highlight **six** circumstances under which competition among staff in the customer care department may be healthy. (9 marks)
- (b) Explain **four** reasons that make it necessary to apologize to a customer who expresses dissatisfaction with the service offered by a tours and travel agency. (8 marks)
15. (a) Outline **six** negative effects of conflicts among members of staff in the customer care department. (9 marks)
- (b) Explain **four** reasons why a customer care staff may be unwilling to assist a colleague to accomplish a task. (8 marks)

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