

**101505T4TTM**  
**TOUR AND TRAVEL CONSULTANT LEVEL 5**  
**SUPERVISE TOUR OFFICE OPERATIONS**  
**TO/OS/TM/CR/07/5**  
**Nov. /Dec. 2022**



**THE KENYA NATIONAL EXAMINATIONS COUNCIL**

**WRITTEN ASSESSMENT**

**INSTRUCTIONS**

- i. Time allocated is 3HOURS
- ii. Attempt all questions in section A, B and any two questions in section C.
- iii. You are provided with a separate answer booklet.
- iv. Write your name and registration number on the answer booklet.
- v. Do not write on the question paper.

easyvet.com

**SECTION A (20MARKS)**  
**Attempt all questions in this section**

1. The following are operations in a tour office except one (1 mark)
  - A. Reservations
  - B. Accounting
  - C. Selling and marketing
  - D. Banking
2. Which of the below is a tourism organization (1 mark)
  - A. Tour operator
  - B. Tour marketer
  - C. Tour guide
  - D. Kenya tourism board
3. Which of the following is **NOT** method of monitoring progress (1 mark)
  - A. Reports
  - B. Appraisals
  - C. Supervision
  - D. Assessment based on set targets
4. Which of the following is a method of capacity building for staff (1 mark)
  - A. Coaching
  - B. Paying salaries
  - C. Salary increment
  - D. Employment
5. The following are methods of reservations. Which one is **NOT** (1 mark)
  - A. Letters
  - B. Internet
  - C. Mail
  - D. Personal visit
6. Below are method of internal communication accept which one (1 mark)
  - A. Staff meeting
  - B. Memos
  - C. Stakeholder engagements
  - D. Fax
7. A process of researching, selling and promoting tour products is known as? (1 mark)
  - A. Marketing
  - B. Selling
  - C. Researching
  - D. Promoting

8. .... is not a function of a tour firm manager (1 mark)
- A. Planning
  - B. Organizing
  - C. Staffing
  - D. Partnership
9. Which among the following is a not a travel document (1 mark)
- A. Passport
  - B. Visa
  - C. National identity card
  - D. Education certificates
10. .... is a type of filing system (1 mark)
- A. Numerical
  - B. Orderly
  - C. Neat
  - D. Complete
11. Which of the following is **NOT** a separation issue in an organization (1 mark)
- A. Retrenchment
  - B. Retire
  - C. Leave
  - D. Death
12. .... is a type of tour (1 mark)
- A. Mass tours
  - B. Independent
  - C. Religious
  - D. Adventure
13. Which of the following is **NOT** a cause of environmental degradation (1 marks)
- A. Population explosion
  - B. Increasing urbanization
  - C. Lack of environmental organizations
  - D. Modernisation of agriculture
14. The following are types of tourists except (1 mark)
- A. Wildlife tourists
  - B. Leisure tourists
  - C. Dark tourists
  - D. Transport crew

15. ....is **NOT** a method of measuring customer satisfaction (1 mark)
- A. Guest surveys
  - B. Questionnaires
  - C. Interviews
  - D. Cheking smiles
16. Which of the following is a method of payment in tour offices (1 mark)
- A. Mobile money
  - B. Bitcoins
  - C. Barter
  - D. Revenue
17. Which of the following is **NOT** reason for popularity of package tours (1 mark)
- A. Time efficiency
  - B. Flexibility
  - C. Increased security
  - D. Ease and convenience
18. Identify an items that is included when costing a tour (1 mark)
- A. Documentation costs.
  - B. Excess baggage costs.
  - C. Accomodation
  - D. Airport taxes.
19. Which of the following is **NOT** an attribute of a tour guide. (1 mark)
- A. Punctuality
  - B. Temperament
  - C. Soberity
  - D. Politness
20. Choose a life skills that a tour guide will use when dealing with rude tourist (1 mark)
- A. Skills of knowing and living with oneself
  - B. Self awareness
  - C. Negotiation
  - D. Non-violent conflicts resolution

**SECTION B (40MARKS)**  
**Attempt all questions in this section**

21. Explain **FIVE** security measures that can be taken by a tour company to deal insecurity (5 marks)
22. Outline **FIVE** uses of a computer in a tour office (5 marks)
23. State **THREE** operations that are conducted in a tour office (3 marks)
24. Name **FOUR** types of stakeholders in tourism industry (4 marks)
25. List **FOUR** International tourism agencies (4 marks)
26. Name **FIVE** types of official letters in a tour office (5 marks)
27. Identify **FIVE** communication equipment in a tour office (5 marks)
28. State **THREE** uses of a strategic plan for a tour company (3 marks)
29. Outline **THREE** benefits of carrying out a SWOT analysis for a tour company (3 marks)
30. State **THREE** uses of tour reports in a tour office (3 marks)

**SECTION C. (40MARKS)**

**Answer any two questions in this section**

31. Staff turnover is one of the challenges facing tour companies operating in Kenya.
- Outline **FIVE** ways on how this can negatively impact a tour company output (10 marks)
  - Explain **FIVE** reasons why a tour company may decide to dismiss its employees (10 marks)
32. Staffing is one of the core function of management in a tour firm
- Outline **FOUR** considerations that are made during staff recruitment (8 marks)
  - Explain **THREE** benefits of staff training in a tour firm (6 marks)
  - Motivation is an important tool in the tourism industry for employees. Explain **THREE** benefits of staff motivation (6 marks)
33. Ndimu is an entrepreneur who wishes to start a small tour business.
- Outline **FOUR** factors he should consider before starting the tour office (8 marks)
  - Explain **THREE** legislative bodies for tourism businesses (6 marks)
  - Describe **THREE** methods that a tour office may employ to monitor its progress (6 marks)

easyvet.com