1 Which one of the following is the best way for a travel contact centre to conduct an immediate review of customer service levels?
   a Sending out questionnaires. 
   b Recording telephone conversations. 
   c Asking specific questions at the end of the call. 
   d Requesting that customers write in after the call.

2 Which one of the following is the best way to ensure a high level of customer service is given in a hotel restaurant?
   a Keeping records of table plans. 
   b Reducing the number of tables. 
   c Planning staff rotas to cover busy periods. 
   d Restricting opening hours.

3 Which one of the following methods of assessment would be the least valuable when assessing a member of staff’s selling skills?
   a Customer feedback. 
   b Colleague feedback. 
   c Observation. 
   d Written test.

4 Which one of the following procedures should a travel agent follow to resolve a written complaint from a client regarding a holiday booking?
   a Refer the customer directly to the tour operator. 
   b Acknowledge the complaint and contact the tour operator. 
   c Pass the complaint to the company solicitor. 
   d File the complaint for future action.

5 Which one of the following is the main disadvantage of a hierarchical structure?
   a The possibility of promotion is less. 
   b There is a greater risk of a takeover. 
   c There is greater competition for resources. 
   d There is potential for slower communication.
6. When recruiting a new travel agent and none of the candidates fulfil the basic requirements of the job description or person specification it is **best** to

   a. start the whole process again
   b. re-interview the better candidates
   c. create a job share for the best two candidates
   d. check references of the most suitable person.

7. A profit and loss account shows the difference between

   a. current assets and liabilities
   b. current assets and fixed assets
   c. total liabilities and operating expenses
   d. sales revenue and operating expenses.

8. The administrative department responsible for sales promotion is

   a. finance
   b. marketing
   c. personnel
   d. purchasing.

9. One advantage of electronic data storage over a manual system is that it is

   a. quicker to retrieve information
   b. easier to understand
   c. less likely to breakdown
   d. cheaper to set up.

10. The price of a travel product at the end of its life cycle will tend to be

    a. low
    b. high
    c. rising
    d. variable.

11. Which one of the following forms of advertising is a large tour operator wishing to promote a new holiday destination **most** likely to use?

    a. Telesales.
    b. Leaflets.
    c. Television.
    d. Letters.
An entry control system such as a turnstile in a theme park is able to measure customer satisfaction, spend, numbers, and type.
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