

4867-015 International Tourism Operations 2 – Sample Questions

- 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.

12 An entry control system such as a turnstile in a theme park is able to measure customer

- a satisfaction
- b spend
- c numbers
- d type.

4867-015 International Tourism Operations 2 – Answers

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