

**TOR – Social Psychology and
Customer Care**

T086

Thursday, 10/11/2013

08:00 - 11:30

WORKFORCE DEVELOPMENT AUTHORITY



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**ADVANCED LEVEL NATIONAL EXAMINATIONS, 2016,
TECHNICAL AND PROFESSIONAL STUDIES**

EXAM TITLE: Social Psychology and Customer Care

OPTION: Tourism (TOR)

DURATION: 3hours

INSTRUCTIONS:

The paper is composed of **three (3) main Sections** as follows:

Section I: Fourteen (14) compulsory questions. 55 marks

Section II: Attempt any three (3) out of five questions. 30 marks

Section III: Attempt any one (1) out of two questions. 15 marks

Note:

Every candidate is required to carefully comply with the above instructions. Penalty measures will be applied on their strict consideration.

Section I. Fourteen (14) Compulsory questions**55marks**

01. What do you understand by the following terms?
(a) Overbooking (b) Lobby (c) Room rate (d) Hotel reservation
(e) Blacklisted guest **5marks**
02. Outline any ten informations found on reservation form in a hotel. **5marks**
03. Based on the use of density chart and conventional chart at the front office, explain clearly the difference between them. **5marks**
04. How should a reservation clerk handle a reservation request if the hotel has been overbooked on the requested date? **3marks**
05. Explain clearly the types of rooms found in a hotel. **5marks**
06. Give three reasons why a hotel may deny a reservation request. **3marks**
07. How would you explain to a “blacklisted” guest that he is unwanted in the hotel? **3marks**
08. Differentiate census from sampling as the methods of data collection. **4marks**
09. What are the benefits of customer complaints? **4marks**
10. Give at least four characteristics of a formal structure group. **4marks**
11. Briefly explain the main components of communication in organization? **5marks**
12. What are the advantages of communication devices (tools) in the front desk of a hotel? **3marks**
13. Discuss the difference between cash and credit settlement (payment)? **3marks**
14. What are the main duties of front office cashier at the check-out of guest? **3marks**

Section II. Choose and answer any three (3) questions.**10marks each**

15. Guests can face problems in your company. These may be the cause of internal or external factors. Give and explain at least five (5) causes of problems or inconvenience to the guests.
16. Draw the front office organization chart and define the related functions.
17. You are a receptionist at UMUBANO HOTEL. While you are on duty, a number of customers come up to you with different requests. State in each of the following cases which type of room would you recommend to the guest, and explain why you made that recommendation.

- a) Two female travelers want cheap overnight accommodation. ✓
- b) A married couple wants a very nice room with double beds and sea view. ✓
- c) A couple travelling with their elderly parents, want two rooms which are very close to each other.

18. Indicate and explain any five factors that should be considered when classifying hotels.
19. Write an application letter requesting a job of Front desk officer to the General Manager of MARRIOT HOTEL, Department of Restaurant division, Boulevard de la Revolution, P.O Box 250, Kigali Rwanda.

Section III. Choose and answer any one (1) question

15marks

20. Angry guest complains that he has been overcharged by the hotel for his accommodation. Although you have already explained to him that his account has been accurately computed, he is still dissatisfied and behaves a rude and demanding way.

Explain how you will handle the situation. Your answer should include how you would behave and what actions you would take.

21. Discuss the importance of tourism to the growth of national economy.