

**TOR – Social Psychology and
Customer Care**

T102

Thursday, 23/11/2017

08:30 – 11:30 AM

WORKFORCE DEVELOPMENT AUTHORITY



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**ADVANCED LEVEL NATIONAL EXAMINATIONS, 2017,
TECHNICAL AND PROFESSIONAL STUDIES**

EXAM TITLE:

SOCIAL PSYCHOLOGY AND CUSTOMER CARE

OPTION: Tourism (TOR)

DURATION: 3 hours

INSTRUCTIONS:

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

Section I: Thirteen (13) compulsory questions. 55 marks

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

Section III: Attempt any one (1) out of three 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. Thirteen (13) Compulsory questions**55 marks**

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- 01.** Give the meaning of the following terms:
Hotel guest, banquet, hospitality. **6 marks**
- 02.** Discuss the difference between customer and client. **2 marks**
- 03.** When the term "hotel" used at the first time and in which country?
2 marks
- 04.** What a five-star hotel means? **2 marks**
- 05.** Compare hostel and hotel, then you give difference between them.
3 marks
- 06.** Hotel has many aims of reservation, Give any five among them.
5 marks
- 07.** Discuss why some hotel employees give bad service. **5 marks**
- 08.** Public relation specialist has to follow principles in order to achieve successful his work, what are they? **5 marks**
- 09.** List any five key components of the leisure and tourism industry.
5 marks
- 10.** Classify and explain the needs of hotel guest According to Maslow.
5 marks
- 11.** List any five importance of public relation. **5 marks**
- 12.** Write any five responsibilities of front office manager. **5 marks**
- 13.** Use three examples to each class by classifying hospitality industry.
5 marks

Section II. Choose and Answer any three (3) questions

30 marks

14. Talk about the impact of hotel on Rwanda economy development. **10 marks**
15. Describe any three areas that attract tourists in Rwanda and their uniqueness. **10 marks**
16. Why is important to use reservation form in hotel? **10 marks**
17. State the aim of the Philips 6.6 methodology and explain how it works. **10 marks**
18. Discuss on functions of downward communication. **10 marks**

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

15 marks

19. What conditions should affect better performance of hotel, and how?
20. Discuss in detail the process of reservation?
21. For the categories of hotel guest here below, list their needs in accordance with the traveling reason.
- a) Leisure guest
 - b) Business travelers
 - c) Family travelers

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