

**TOR – Social Psychology and
Customer Care**

T102

Friday, 30/11/2018

08:30 – 11:30 AM

WORKFORCE DEVELOPMENT AUTHORITY



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**ADVANCED LEVEL NATIONAL EXAMINATIONS, 2018,
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: 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 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. Fourteen (14) Compulsory questions

55 marks

01. Define the following terms.
(a) Front office,
(b) Hotel,
(c) Overbooking. **(3 marks)**
02. What is the purpose of public relation on organization? **(3 marks)**
03. Differentiate two major objectives for hotel reception. **(5 marks)**
04. List any five tools and techniques used by public relations specialists to improve their client's public image. **(5 marks)**
05. Outline five techniques used to satisfy a client. **(5 marks)**
06. Give five ways of reservation in a hotel. **(5 marks)**
07. Give any five similarities between propaganda and public relation. **(5 marks)**
08. What is the meaning of effective communication? **(4 marks)**
09. List and explain types of communications. **(4 marks)**
up words
down words *horizon*
10. Main categories of leisure activities are classified in four. What are they? **(4 marks)**
11. What is the meaning of an interview? **(3 marks)**
Application
12. List the types of interviews. **(3 marks)**
- face to face
- Private
13. Define the term "meeting" and give any two types of meeting. **(3 marks)**
14. When you deliver quality service, everyone wins. Who do benefit from quality service? **(3 marks)**

Cooperation

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

30 marks

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- ✓ 15. Talk about common needs of the guest before arrival in a hotel. (10 marks)
16. Discuss on skills to reach and exceeding service expectations. ? (10 marks)
17. Discuss on quality guest service in an organization. (10 marks)
- ✓ 18. Differentiate guaranteed reservation from non-guaranteed reservation in a hotel. (10 marks)
- ✓ 19. Why are some individuals found themselves on the black list? (10 marks)

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

15 marks

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20. Joy INYANGE is a girl of 25 years old and hold A2 certificate in tourism from Mumararungu Tourism School 2016. She lives in City of Kigali, Gasabo District, and her telephone number is 0033421. So, by using her information, write an application letter for a job of Front Office Manager to General Manager of Marasa Umubano Hotel. (15 marks)
21. Why do some hotels deliver bad service? (15 marks)
22. List any fifteen tourism activities. (15 marks)