



# **EAST AFRICAN SCHOOL OF AVIATION EXAMINATION**

## **CAT**

### **IATA/SAFETY SECTION**

### **SUBJECT: CUSTOMER SERVICE**

**STREAM: TTF NO: 13**

**Duration: 2 Hrs**

**DAY/DATE: Friday: 15/02/2013**

**TIME: 2.00 – 4.00 p.m**

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#### **INSTRUCTIONS TO CANDIDATE:**

1. *This paper consists of SIX (6) printed pages*
2. *Answer ALL the questions.*
3. *Possible marks 30/30.*

1. Selling travel is different from selling shoes because travel agency products are \_\_\_\_\_ products.
  - A. Expensive
  - B. Simple
  - C. Material
  - D. Abstract
  
2. A travel agent unintentionally made room reservations for a corporate customer at the wrong hotel. The customer wrote a letter of complaint on this subject to the travel agency, What is the first step in the VIP service in responding to this dissatisfied customer?
  - A. Delay responding to the customer until proper research and study of the situation is completed
  - B. Wait for the customer to telephone before paying attention to the customer's complaint
  - C. Accept blame for the error and credit the customer for the full value of the hotel reservation
  - D. Immediately responds to the customer to confirm receiving the letter with an apology
  
3. How does a customer define "really-good service"?
  - A. When the travel professional offers a choice of products
  - B. When the customer feels that service received-is what was expected
  - C. When the customer's experience is more than what was expected
  - D. When the travel professional makes no errors in the sales transaction
  
4. A customer says, "I have tickets for myself and my daughter to fly to London in the first week of September. We have never been to London before and I wondered what hotel you can recommend and what we can visit." Which response from the travel agent proves to the customer that the agent is listening actively and responsively to the customer?
  - A. "You will need hotel reservations for you and your daughter, but no flights, Correct?"
  - B. "Yes, I can help you reserve your trip to London, and which hotel in London do you prefer?."
  - C. "I understand. Will you repeat what you said so I can write notes?"
  - D. "When are you travelling, and how many people are travelling with you?"
  
5. Close-ended questions are most effective to \_\_\_\_\_
  - A. collect real or factual information
  - B. identify a customer's preferences
  - C. calm down angry customers
  - D. change the subject in a discussion

6. A firm handshake is an example of \_\_\_\_\_ behavior.
  - A. non-assertive
  - B. insensitive
  - C. assertive
  - D. sensitive
7. Slow speech is example of \_\_\_\_\_ behaviour.
  - A. non-assertive
  - B. insensitive
  - C. assertive
  - D. sensitive
8. How can a travel agency turn an unhappy or dissatisfied customer into a loyal repeat customer?
  - A. By writing a formal letter of apology and inviting the customer to lunch
  - B. By punishing employees responsible for creating a problem or error
  - C. By quickly finding a solution to a problem that satisfies the customer
  - D. By attracting customers with the highly discounted pricing on products
9. It is acceptable to argue with customers when you know you are right.
  - A. True
  - B. False
10. Which of the following activities would best help cope with a normal level of stress?
  - A. Surfing the internet
  - B. Watching television
  - C. Taking a long drive
  - D. Doing gymnastics
11. The person who delivers the best job performance is a person who has \_\_\_\_\_
  - A. no emotional stress
  - B. some stress of any type
  - C. a high level of mental stress
  - D. only physical stress
12. Which of the following behaviours will not calm an upset customer who has telephoned to complain about an error made in his or her light reservations?
  - A. politely ask the customer to hold in order to answer another telephone call
  - B. wait until the customer has stopped speaking before saying anything
  - C. accept blame for the error when a colleague made the error
  - D. apologize in writing

13. A travel agency customer is dissatisfied with a product or service received. How might this customer reduce the travel agency's business success?
  - A. By forcing the agency to solve the problem
  - B. By refusing to buy again from the same travel agent
  - C. By insisting on a partial refund of the amount paid
  - D. By telling other agency customers about the experience
  
14. A sign of stress overload of too much stress at work is \_\_\_\_\_
  - A. The inability to make good decisions
  - B. feeling bored and negative about work
  - C. an increase in energy and productivity
  - D. an increase in the number of days absent from work
  
15. What will make a customer feel he receives really good service from a travel agent?
  - A. The agent is a senior with many years of experience
  - B. The agent is always polite and friendly.
  - C. The agent offers products and services that the customer prefers
  - D. The agent uses a global distribution system.
  
16. It is acceptable to argue with customers when you know you are right
  - A. True
  - B. False
  
17. Closed ended questions are useful to \_\_\_\_\_
  - A. Collect specific facts, data or information that improved service
  - B. Collect information about customer preferences and interests
  - C. Calm down angry and unfairly treated customers
  - D. Change the subject in a discussion with angry customers
  
18. What is the main goal of good customer service?
  - A. To attract new customers
  - B. To respond to customer needs
  - C. To encourage customers to buy again
  - D. To create a good reputation in the community
  
19. The ability of service staff to make a customer "fee—well—served" depends on having
  - A. technical competence
  - B. financial competence
  - C. ticketing competence
  - D. interpersonal competence
  
20. It is important to encourage customers to complain when they are upset about something.
  - A. True
  - B. False

21. The most important person to employees of a travel agency is
- A. the owner
  - B. the travel agent
  - C. the customer
  - D. the manager
  - E. B & C
22. Which of the following behaviours is considered by the common business traveler as an example of "efficient" customer service'?
- A. returning the customer's telephone call the same day
  - B. asking the customer to come to the travel agency to make travel arrangements
  - C. asking the customer to repeat the information
  - D. asking the customer to hold on the telephone while researching information
23. Which of the following is an example of assertive behaviour'?
- A. indifferent handshake
  - B. quick and clear speech
  - C. few changes of voice to emphasize ideas
24. Which of the following behaviours will not calm an upset customer who has telephoned to complain about an error made in his or her flight reservation?
- A. Politely asks the customer to hold in order to answer another telephone call.
  - B. Not speaks until the customer has stopped speaking.
  - C. Accept blame for the error when a colleague made the error
  - D. Express apology
25. Which of the following greetings makes a good impression when serving a customer?
- A. "Good afternoon Mr. Singh."
  - B. "Good afternoon sir."
  - C. "Good afternoon may I help you?"
  - D. "Good afternoon and welcome to World Travel."
  - E. All of the above
26. Which of the following questions will best help you understand a customers holiday preference'?
- A. Have you been to the Mediterranean?
  - B. Where was your last vacation? "
  - C. Are you looking for a beachside resort?
  - D. Tell me about a vacation you loved.

27. Travel agents should have which two qualities to give good customer service?
- A. intellectual and social
  - B. technical and interpersonal
  - C. financial and managerial
  - D. organizational and social
28. What is a good customer service practice?
- A. acknowledgement of the customer
  - B. understanding the needs of the customer
  - C. Charging fair commissions.
  - D. A & B
29. Which approach is the best to use when dealing with angry customers, whether they are loyal” Customers or not?
- A. Being aggressive
  - B. Being assertive
  - C. Being passive
  - D. Being attentive
30. What is the main goal of good customer service'?
- A. To attract new customers
  - B. To respond to customer needs
  - C. To encourage customers to buy again
  - D. To create a good reputation in the community



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