

4867-015

Level 1 International Tourism Operations 2

Written MC Test

SAMPLE PAPER

You should have the following for this examination

- a multiple-choice answer sheet
- a pen with black or blue ink

This question paper is the property of the City and Guilds of London Institute and is to be returned after the examination.

Read the following notes before you answer any questions

- You **must** use a pen with black or blue ink to complete **all** parts of the answer sheet.
- Check that you have the correct answer sheet for the examination.
- Check that your name and candidate details are printed correctly at the top of your answer sheet.
- Inform the invigilator if your name or examination details are not correct.
- Each question shows **four** possible answers (lettered 'a', 'b', 'c' and 'd'); only **one** is correct.

Decide which **one** is correct and mark your answer on the **answer sheet** with your pen.

For example if you decide 'c' is correct, mark your answer like this

1	a	b	c	d
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If you want to change your answer, cancel your first choice by filling in the lower half of the box like this

1	a	b	c	d
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Then mark the answer which you have now decided is correct.

- Any calculations or rough working can be done on this paper.
- Attempt all questions. If you find a question difficult, leave it and return to it later.

1 Which one of the following organisations is **most** likely to co-ordinate the tourism activities in a country?

- a National Tourist Board.
- b Regional Tourist Board.
- c Tourism Standards Council.
- d Travel Trade Regulatory Body.

2 “Front line” customer services staff in the tourism industry **must** have

- a an ability to work well with the general public
- b assertiveness to prevent customer complaints
- c management skills to organise other staff
- d mechanical skills to repair faulty equipment.

3 The **best** source of information on managerial vacancies in hotels is

- a local radio programmes
- b trade journals
- c television advertisements
- d tourist information offices.

4 Which one of the following is the **most** effective method of giving an overall impression of the scenery and attractions of a destination?

- a Brochure.
- b Guidebook.
- c Poster.
- d Video

5 When buying a holiday insurance policy it is **most** important that a customer ensures that

- a all claims will be met promptly and in full
- b the excess to be paid is reflected in the premium to be charged
- c the premium can be paid in instalments
- d medical coverage is sufficient.

6 A matrix structure would be **more** likely to be appropriate for an organisation which

- a depends on a central source of power and influence
- b follows formal, standardised rules and procedures
- c operates in a predictable and stable market
- d operates in a competitive and changing market.

7 Some companies conduct immediate reviews of customer service level for telephone enquiries by

- a sending a questionnaire to the enquirer after the call
- b recording telephone conversations
- c asking specific questions at the end of the call
- d requesting that customers write in after the call

8 Travel Agents ensure customers receive the best possible service by

- a issuing company procedures manual
- b using different methods of communication
- c conducting regular staff training sessions
- d using 'mystery shopper' monitoring.

9 What is the first stage in the recruitment process?

- a Select the applicant.
- b Advertise the vacancy.
- c Sample applicant work.
- d Determine the vacancy.

10 Which **one** of the following is the best place to advertise for seasonal staff at a seafront resort?

- a National radio.
- b Regional television.
- c Local newspaper.
- d Trade magazine.

11 A functional structure is representative of a company organised by

- a cost
- b product
- c staff
- d task.

12 Gross profit of a company is established in the

- a budget statement
- b cash flow statement
- c trading account
- d profit and loss account.

13 Which **one** of the following accounts deal with revenue and expenditure?

- a Balance sheet.
- b Budget statement.
- c Profit and loss account.
- d Trading account.

14 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.

15 Before connecting a member of staff with an outside telephone call, it is **most** important to

- a find out whether staff member is available to take the call
- b determine the nature and full details of the enquiry or call
- c give the caller the name of your company, your name and salutation
- d leaving the enquirer on hold while you deal with the other enquiries.

16 A tour operator's press releases for a new product will contain

- a clear, concise information and contact numbers
- b text which cannot be amended by journalists
- c all the background information and details available
- d the organisation's mission statement.

17 Customer surveys are an effective way of determining client

- a duration
- b increase
- c satisfaction
- d spend.