

**Q.P. Code :854001**

**( 2½ Hours )**

**[ Total Marks : 75**

- N.B. :** (1) **All** question are **compulsory**.  
(2) **Figures** to the **right** indicate **full marks**.  
(3) **All** questions have **internal choices**.

1. Answer **any two** out of three : **15**
- (a) Explain tour packages. Prepare an itinerary for 2N/3D for college students to any destination of your choice.
  - (b) Explain the steps involved in achieving customer satisfaction. Give examples.
  - (c) How will you assign duties to your employees ? What are the things you will keep in mind while assigning duties ?
2. Answer **any two** out of three : **15**
- (a) Write short notes on :
    - (i) Attending to the concerns of the staff
    - (ii) Organizational skills required in travel business
  - (b) List the different ways to check the work and activities performed by your staff.
  - (c) Explain why is it necessary to have organizational knowledge of the company while staffing.
3. Answer **any two** out of three : **15**
- (a) Explain the process of developing relationship with the clients and managing the tourism business.
  - (b) Suggest some skills required for managing client and development business.
  - (c) How would you address to customer concerns in your travel business? Elaborate with the help of suitable examples.
4. Answer **any two** out of three : **15**
- (a) List the personal, behavioural and phone etiquettes that must be followed.
  - (b) Explain the importance of personality in the tourism industry.
  - (c) Explain all the things to be kept in mind to become a tourist guide.

**TURN OVER**

5. Read the case and answer the following questions : 15

Many of us have to deal with angry or unhappy clients as part of our roles, and it's never easy. But if we know what to say and more importantly, how to say it, we may be able to save the situation. In fact, we can even end up with a better relationship with our client than we had before. In dealing with a demanding customer, the tourism professional should not be forceful. That just blocks negotiation. Instead the person must come across soft and not talk over the difficult customer, even when it's abundantly clear that she is off base. Let the customer talk herself out. By listening, the tourism person has the opportunity to build trust, empathy and rapport and it calms down the difficult person. One can demonstrate empathy through eye contact, body language and smaller verbal cues showing engagement and concern. By being empathetic and attuned, we can make it clear we understand the customer's concerns. A low the voice and slow speech will enable the customer to be quiet. As the customer grows louder, we should be alert, lower our voice and talk slowly but firmly. If we professionals do not demonstrate a sense of control, the customer will pick up on fear. A person has to keep in mind that emotions are contagious and if he becomes caught up in a customer's emotional chaos, the negotiation will not be productive.

**Questions :**

- (a) What are the essentials of goods communication focused in the paragraph ? 5
- (b) Suggest some ways in which as a tour manager it is possible to avoid and reduce the displeasure of the customers. 5
- (c) Picking from your QP, suggest the skills and the ways to deal with this situation. 5