

Name \_\_\_\_\_ Index No. \_\_\_\_\_

1918/102

1919/102

**TOUR GUIDING TECHNIQUES**

July 2011

Time: 3 hours

Candidate's Signature \_\_\_\_\_

Date \_\_\_\_\_



**MANYAM FRANCHISE**

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**THE KENYA NATIONAL EXAMINATIONS COUNCIL**

**CRAFT CERTIFICATE IN TOUR GUIDING OPERATIONS**

**CRAFT CERTIFICATE IN TOUR GUIDING AND TRAVEL OPERATIONS**

**MODULE I**

**TOUR GUIDING TECHNIQUES**

**3 hours**

**INSTRUCTIONS TO CANDIDATES**

*Write your name and index number in the spaces provided at the top of this page.*

*Sign and write the date of examination in the spaces provided above.*

*This paper consists of 15 questions in TWO sections; A and B.*

*Answer ALL the questions in section A in the spaces provided.*

*Answer any FOUR questions in section B in the answer booklet provided.*

**This paper consists of 4 printed pages.**

**Candidates should check the question paper to ascertain that all the pages are printed as indicated and that no questions are missing.**

**SECTION A (32 marks)**

*Answer ALL questions from this section in the spaces provided.*

1. Outline **four** values that a tour guide is expected to have. (4 marks)

- (a) \_\_\_\_\_
- (b) \_\_\_\_\_
- (c) \_\_\_\_\_
- (d) \_\_\_\_\_

2. List **four** contents of a courier's file. (4 marks)

- (a) \_\_\_\_\_
- (b) \_\_\_\_\_
- (c) \_\_\_\_\_
- (d) \_\_\_\_\_

3. State **three** expenses that are catered for in the tour operator's mark-up during casting. (3 marks)

- (a) \_\_\_\_\_
- (b) \_\_\_\_\_
- (c) \_\_\_\_\_

4. State **three** aims of first aid. (3 marks)

- (a) \_\_\_\_\_
- (b) \_\_\_\_\_
- (c) \_\_\_\_\_

5. List **three** types of bushcraft activities. (3 marks)

- (a) \_\_\_\_\_
- (b) \_\_\_\_\_
- (c) \_\_\_\_\_
- (d) \_\_\_\_\_

6. Name **two** types of office plan. (2 marks)

- (a) \_\_\_\_\_
- (b) \_\_\_\_\_

7. Define the following terms. (3 marks)

Excursion: \_\_\_\_\_  
\_\_\_\_\_

Tour guiding: \_\_\_\_\_  
\_\_\_\_\_

Tour: \_\_\_\_\_  
\_\_\_\_\_

8. List **four** types of information that a receptionist should note when handling registered mail. (4 marks)

- (a) \_\_\_\_\_
- (b) \_\_\_\_\_
- (c) \_\_\_\_\_
- (d) \_\_\_\_\_

9. State **three** entertainment activities that a tour guide may organise for a group of clients. (3 marks)

- (a) \_\_\_\_\_
- (b) \_\_\_\_\_
- (c) \_\_\_\_\_

10. List **three** services that a client can reserve in a tour company. (3 marks)

- (a) \_\_\_\_\_
- (b) \_\_\_\_\_
- (c) \_\_\_\_\_

**SECTION B ( 68 marks)**

*Answer any **FOUR** questions from this section in the answer booklet provided.*

11. (a) Describe **four** components of a package tour programme. (8 marks)
- (b) Highlight **six** regulations that should be followed by campers in a public campsite. (9 marks)
12. (a) Explain **four** factors that may determine the cost of facilities when casting for a group tour. (8 marks)
- (b) A group of tourists intends to undertake a trekking expedition. Outline **six** precautions that a guide should follow to ensure safety of the clients. (9 marks)
13. (a) Describe **four** communication equipment used in a tour firm. (8 marks)
- (b) Explain the role of a driver guide at each of the three stages of tour development. (9 marks)
14. (a) Highlight the procedure that an airport representative should follow while meeting clients at the airport. (8 marks)
- (b) Explain **six** aspects on which a guide can brief clients on arrival at the hotel. (9 marks)
15. (a) Outline the procedure you would follow to treat a snake bite. (8 marks)
- (b) Highlight **six** guidelines that should be followed when handling a telephone call in an office set up. (9 marks)