

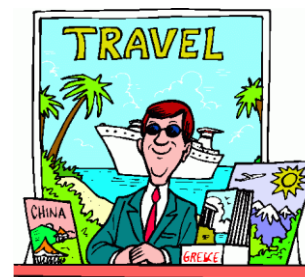


Context Corner

Context – to get context marks you must put something in your answers that is specific about the business in the case study. You cannot use words that are in the question.

Have a read of the following case study:

Tracey runs an independent travel agents that prides itself on excellent customer service. She offers tailor made trips to cities across Europe. She spends time with each potential customer helping them plan the perfect itinerary to meet their needs. The service offered includes everything from planning the trip, booking hotels, flights and excursions and even offers to pick them up by taxi from home and drop them at the airport.



Question: Outline one way that Tracey could offer a good after sales service. [2]

In the box below, write down as many things as possible that you could use for context in this question.

Now answer this two mark 'outline' question in the box below.