



# TECHNICAL UNIVERSITY OF MOMBASA

---

SCHOOL OF HUMANITIES AND SOCIAL SCIENCES

DEPARTMENT OF HOSPITALITY & TOURISM MANAGEMENT

**UNIVERSITY EXAMINATION FOR THE DEGREE OF:**

**BACHELOR OF SCIENCE IN TOURISM MANAGEMENT (BSTM S15)**

**BHT 4201: TRAVEL AGENCY MANAGEMNT**

**END OF SEMESTER EXAMINATION**

**SERIES: DECEMBER 2016**

**TIME:2HOURS**

**DATE:**Pick Date**DECEMBER2016**

## **Instructions to Candidates**

You should have the following for this examination

-Answer Booklet, examination pass and student ID

This paper consists of **FIVE** questions. Attempt question ONE (Compulsory) and any other TWO questions.

**Do not write on the question paper.**

---

## **SECTION A (Answer all the questions)**

**30 POINTS**

### **QUESTION ONE**

- a) Using examples to elaborate your answer, distinguish between (4mks)
  - i. vertical integration
  - ii. Horizontal integration.
- b) Discuss the different types of tour operators. (8mks)
- c) Describe the significance of integration to travel business. (10mks)
- d) Explain the procedures undertaken in setting up a travel agency business. (10mks)

## **SECTION B(Answer only TWO questions)**

### **QUESTION TWO**

- a) Define the meaning of the term product diversification. (2mks)
- b) Analyze four benefits of product diversification to travel businesses. (8mks)
- c) Assess five challenges facing travel agencies currently and in the near future.(10mks)

**QUESTION THREE**

Establish and explain various details entailed in travel insurance policies that is sold to clients by travel agents. (20mks)

**QUESTION FOUR**

Discuss the processes involved in planning and developing a tour package. (20mks)

**QUESTION FIVE**

- a) Identify and explain five types of tour packages sold by travel agencies. (10mks)
- b) Describe determinants for pricing a tour package (10mks)