



THE MOMBASA POLYTECHNIC UNIVERSITY COLLEGE

Faculty of Business & Social Studies

DEPARTMENT OF HOSPITALITY & TOURISM

CERTIFICATE IN TOUR AND TRAVEL OPERATIONS

(CTTO J10)

INTRODUCTION TO TRAVEL AGENCY

END SEMESTER EXAMS

SERIES: APRIL/MAY 2010.

TIME: 2 HOURS

INSTRUCTIONS TO CANDIDATES

1. The paper consists of **TWO** Sections **A** and **B**.
2. Section **A** is compulsory.
3. Answer any **TWO** questions from Section **B**.

SECTION A (Answer **ALL** questions)

- Q.1 (a) Define the following terms as used in travel agency operations:
- (i) Excursion
 - (ii) Travel Information Manual (TIM)
 - (iii) TRAVEL
 - (iv) Tour operations
 - (v) Travel agency. (10 marks)
- (b) Identify **FIVE** components which makes up a tour package. (10 marks)
- (c) Identify **FIVE** examples of status and prestige motivators. (10 marks)

SECTION B

Answer any **TWO** questions from this Section.

- Q.2 (a) Highlight the advantages or road transport over rail transport. (10 marks)
- (b) Discuss **FIVE** factors that affect the choice of accommodation facilities. (10 marks)
- Q.3 A travel agent acts as an intermediary between tour operators and the tourists. Identify his roles and services he offers to both. (20 marks)
- Q.4 (a) Explain **FIVE** means of transport in railway mode of transport. (10 marks)
- (b) Identify **FIVE** forms of water sports that has developed as a result of water transport. (10 marks)
- Q.5 (a) Identify the difference between charter and scheduled flights as used in Air transport industry. (10 marks)
- (b) Identify **FIVE** factors that affect the choice of transport modes or means. (10 marks)