



THE MOMBASA POLYTECHNIC UNIVERSITY COLLEGE

(A Constituent College of JKUAT)

(A Centre of Excellence)

Faculty of Business & Social Studies

DEPARTMENT OF HOSPITALITY & TOURISM

UNIVERSITY EXAMINATION FOR:
BACHELOR OF TOURISM MANAGEMENT

BHT 4102: FUNDAMENTALS OF TRAVEL & TOUR OPERATION

END OF SEMESTER EXAMINATION

SERIES: DECEMBER 2012

TIME ALLOWED: 2 HOURS

INSTRUCTIONS TO CANDIDATES:

This paper consists of **TWO** sections A & B

Answer **ALL** questions in section A and any other **TWO** from section B

This paper consists of **TWO** printed pages

SECTION A (Compulsory)

Question One

a) Define the following terms as used in Air Transport:

- (i) Billing and Settlement Plan (BSP)
- (ii) Boarding Pass
- (iii) Computer Reservation System (CRS)
- (iv) Configuration
- (v) Go-slow
- (vi) Itinerary
- (vii) Neutral Unit of Construction (NUC)
- (viii) Scason
- (ix) Stand-by
- (x) Unaccompanied Minor (UM)

(20 marks)

b) Highlight the tourism circuits in Kenya as designated by the Ministry of Tourism. **(10 marks)**

SECTION B (Answer any TWO questions in this section)

Question Two

Describe the information to be included in FOUR brochures to make it an efficient marketing tool
(20 marks)

Question Three

Tourism as a service, unlike goods has unique characteristics that pose a challenge to managers. Discuss.
(20 marks)

Question Four

Discuss the economic forces that shape the business and tour operations in execution of package tours.
(20 marks)

Question Five

Discuss the commercial skills and personal attributes required to operate efficiently as travel professional.
(20 marks)

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