



# **THE MOMBASA POLYTECHNIC UNIVERSITY COLLEGE**

***Faculty of Business & Social Studies***

DEPARTMENT OF HOSPITALITY & TOURISM

DIPLOMA IN TOURISM MANAGEMENT

(DTM J10)

## **TRAVEL AGENCY OPERATIONS**

END OF 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. Answer **ALL** questions.
3. Answer any **TWO** questions from Section **B**.

## SECTION A (COMPULSORY)

- Q.1 (a) Define the following terms as used in the Travel Agency Operations.
- (i) Travel Agency (2 marks)
  - (ii) Travel Agent (2 marks)
  - (iii) Travel (2 marks)
  - (iv) Trip (2 marks)
  - (v) Tour (2 marks)
- (b) Identify **FIVE** Roles of a travel agent in a travel agency business. (10 marks)
- (c) Giving two examples of the means of transport involved, identify **FOUR** modes of transport. (10 marks)

## SECTION B

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

- Q.2 Identify the **THREE** types of Air transport services giving their advantages and differences. (20 marks)
- Q.3 (a) Highlight **FIVE** reasons behind Air Transport regulations. (10 marks)
- (b) With the help of a diagram, describe the chain of distribution in the travel industry. (10 marks)
- Q.4 Giving examples, discuss cultural/status and Prestige as travel motivators. (20 marks)
- Q.5 (a) Identify **FIVE** services offered by travel agents to the visitors. (10 marks)
- (b) Describe **FIVE** factors that affect the choice of transport modes or means. (10 marks)