

Name: _____ Index No. _____ / _____

2912/207

TRAVEL AGENCY

November 2015

Time: 3 hours

Candidate's Signature: _____

Date: _____



THE KENYA NATIONAL EXAMINATIONS COUNCIL

**DIPLOMA IN TOURISM MANAGEMENT
MODULE II**

TRAVEL AGENCY

3 hours

INSTRUCTIONS TO CANDIDATES

Write your name and index number in the spaces provided above.

Sign and write the date of the examination in the spaces provided above.

This paper consists of SEVEN questions.

Answer any FIVE questions in the spaces provided in this question paper.

Maximum marks for each part of a question are as shown.

Do NOT remove any pages from this booklet.

Candidates should answer the questions in English.

For Examiner's Use Only

Question	1	2	3	4	5	6	7	TOTAL SCORE
Candidate's Score								

This paper consists of 16 printed pages.

Candidates should check the question paper to ascertain that all the pages are printed as indicated and that no questions are missing.

1. (a) Explain **five** international standards that airline passengers should follow before boarding an aircraft. (10 marks)
- (b) Travel agents should maintain certain essential detail for smooth handling of tourist reservations. Explain **five** such essential detail they should maintain. (10 marks)
2. (a) Air transport is a highly regulated industry. Explain **five** problems airlines may encounter as a result of violating these regulations. (10 marks)
- (b) A city travel agency wishes to recruit staff in their newly established branch. Highlight **five** attributes that the human resource manager may consider during the selection. (10 marks)
3. (a) Explain **five** factors that should be taken into consideration when fixing the price of an airline seat. (10 marks)
- (b) Travel bureaus must meet certain requirements prior to commencement of their businesses. As a travel agent, explain **five** licensing requirement needed to do such businesses. (10 marks)
4. (a) Joy intends to start a travel agency business. Highlight **five** activities she may consider for generating income. (10 marks)
- (b) You are a baggage handling clerk in a busy international airport. Explain **five** reasons why you should inspect baggage before a client boards an aircraft. (10 marks)
5. (a) Tourists make inquiries on products available at different destinations. Highlight **five** products that may be offered by travel agencies. (10 marks)
- (b) New technology has greatly influenced business operations in the travel industry. Explain **five** challenges that may be experienced when using electronic booking. (10 marks)
6. (a) Travel companies use different manuals in their daily operations. Outline **five** uses of the travel information manual. (10 marks)
- (b) Explain **five** reasons that led to the establishment of the International civil aviation organization (ICAO) in 1947. (10 marks)
7. (a) Highlight the advantages of using the international air transport association billing settlement plan (BSP). (10 marks)
- (b) Travel agents receive commission based on sales of tourism products and services. Explain **five** circumstances that may make a travel principal fail to remit the commission. (10 marks)