

2912/207

TRAVEL AGENCY

July 2019

Time: 3 hours



THE KENYA NATIONAL EXAMINATIONS COUNCIL

DIPLOMA IN TOURISM MANAGEMENT

MODULE II

TRAVEL AGENCY

3 hours

INSTRUCTIONS TO CANDIDATES

This paper consists of SEVEN questions.

Answer any FIVE questions in the answer booklet provided.

All questions carry equal marks.

Candidates should answer the questions in English.

This paper consists of 2 printed pages.

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

1. (a) Outline **five** services that travel agencies provide to tourists. ✓ (10 marks)
- (b) Describe **five** freedoms of air that were established at the Chicago Convention of 1944. (10 marks)
2. (a) Explain **five** factors that should be considered when deciding on a place to locate a travel agency business. ✓ (10 marks)
- (b) Describe **five** factors that determine the volume of travel product sales in a destination. ✓ (10 marks)
3. (a) Outline **six** uses of travel guide materials in air transportation. (12 marks)
- (b) Explain **four** types of passenger flight services that may be provided in a destination. (8 marks)
4. (a) Outline **five** requirements that immigration officers consider before they allow passengers to travel abroad. ✓ (10 marks)
- (b) Describe **five** types of information that should be provided to complete an airline seat booking. ✓ (10 marks)
5. (a) Describe **five** principles that guide baggage handling in air travel. ✓ (10 marks)
- (b) Explain **five** components of fare rule. ✓ (10 marks)
6. (a) Explain **five** benefits that a country may derive from being a member of the International Civil Aviation Organization (ICAO). ✓ (10 marks)
- (b) Explain **five** aspects of a travel product that an agent should know in order to sell it effectively. ✓ (10 marks)
7. (a) Outline **five** factors that may determine the cost of constructed fare. ✓ (10 marks)
- (b) Describe **five** types of information that may be contained in a miscellaneous charge order. ✓ (10 marks)

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