

**101505T4TTM**

**TOUR AND TRAVEL CONSULTANT LEVEL 5**

**TO/OS/TM/CR/02/5/A**

**DEVELOP TRAVEL PACKAGES**

**Nov. /Dec. 2022**



**THE KENYA NATIONAL EXAMINATIONS COUNCIL**

**WRITTEN ASSESSMENT**

**Time: 3 hours**

**INSTRUCTIONS TO CANDIDATES**

*Maximum marks for each question are indicated in brackets ( ).*

*This paper consists of **THREE** sections: A, B and C.*

*Answer questions as per instructions in each section.*

*You are provided with a separate answer booklet.*

**This paper consists of SIX (6) printed pages**

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

**SECTION A (20MARKS)**

1. Which of the following statements is **TRUE** about travel agents.
  - A. They arrange air transport services for clients
  - B. They combine all the components of a tour and come up with a package tour
  - C. They accompany the visitor throughout the entire tour
  - D. They arrange for shopping and exhibitions (1 mark)
  
2. Which one of the following is **NOT** a customer travel requirement.
  - A. Passport photo
  - B. Travel itinerary details
  - C. Passport
  - D. Medical and travel insurance (1 mark)
  
3. Which one of the following is a sales technique for travel agents?
  - A. Generate sales in travel from social media
  - B. Relevant sales travel promotions
  - C. Avoid information overload
  - D. All of the above (1 mark)
  
4. The major landmasses of the world are referred to as
  - A. Countries
  - B. Regions
  - C. States
  - D. Continent (1 mark)
  
5. Which of the following method is used by travel agents to contact their customers
  - A. Questionnaires
  - B. Radio calls
  - C. Emails
  - D. Interviews (1 mark)
  
6. Which among the following is a travel stakeholder organization.
  - A. Learning Institutions
  - B. Banks
  - C. Industrial Firms
  - D. Airlines (1 mark)
  
7. Which one of the following is **NOT** a function of the reservation system (1 mark)
  - A. Inventory and reservation management
  - B. Online payment gateway integration

- C. High-speed network of information infrastructure
- D. Displaying travel services with prices and images

8. Give the **THREE-letter** code for Nairobi city.

- A. LUN
- B. NBO
- C. LFW
- D. NRB

(1 mark)

9. Which of the following is a payment method in a travel agency.

- A. Cash
- B. Cheque
- C. Debit cards
- D. All of the above

(1 mark)

10. The capital city of Libya is

- A. Tripoli
- B. Bangui
- C. Juba
- D. Abuja

(1 mark)

11. A visitor VISA is also referred to as a

- A. Transit Visa
- B. Business Visa
- C. Laissez Passer
- D. Point of entry permit

(1 mark)

12. Which of the following attractions is regarded as a natural attraction.

- A. The Great Barrier Reef
- B. Walt Disney
- C. The Great Wall of China
- D. Statue of Liberty

(1 mark)

13. Planning travel itineraries is an essential function for a professional travel agent and is an effective way to gain;

- A. Customer trust
- B. Profit
- C. Popularity
- D. A good name

(1 mark)

14. Which one of the following is **NOT** a motivation for travel in the tourism industry

- A. Visiting a sick relative
- B. Adventure

- C. Leisure
- D. Cultural reason. (1 mark)

15. Which among the following is regarded as a Global Distribution System (GDS).
- A. Amadeus
  - B. Trip advisor
  - C. Lonely planet
  - D. Tour planner (1 mark)

16. From the choices below identify one of the elements not to consider while doing travel costing.
- A. Transport
  - B. Number of participants
  - C. Length of stay
  - D. Salaries (1 mark)

17. Which among the following is regarded as a reservation document
- A. Order book
  - B. Feedback form
  - C. Voucher
  - D. Cost sheet (1 mark)

18. The Acronym IATA stands for
- A. Indian Air Transport Association
  - B. International Air Transport Association
  - C. International Air Travel Agency
  - D. International Association of Travel Agencies. (1 mark)

19. A system used to access information about airline schedules, availability, fares, and other related travel information is known as
- A. Travel Planner
  - B. Travel Agency System
  - C. Airline Computer System
  - D. Global Distribution System (1 mark)

20. Formalities undertaken by a passenger at the airport before departure are referred to as
- A. Check out
  - B. Check-in in procedures
  - C. Reservations
  - D. Security checks (1 mark)

**SECTION B (40MARKS)**

21. Define the term Travel distribution system (1 mark)
22. Name **THREE** types of Travel agencies that you are familiar with. (3 marks)
23. State **SIX** functions of travel distribution systems (6 marks)
24. State **FOUR** functions of reservation systems. (4 marks)
25. State **FOUR** modes of payment that customers can use to pay for travel products in a travel agency firm? (4 marks)
26. Identify **FIVE** factors to be considered when preparing an itinerary (5 marks)
27. Distinguish the following types of travel itineraries
- i) One way and Round the World Trip (2 marks)
  - ii) Open Jaw and Return Trip (2 marks)
28. Identify **FIVE** performance indicators in travel agency operations. (5 marks)
29. List **FOUR** methods that a travel agency can use to collect feedback from customers. (4 marks)
30. Name **FOUR** pricing strategies a travel agency can use to price its products. (4 marks)

**SECTION C (40MARKS)**

31. As a Travel Professional you are mandated with the task of developing a travel package,
- a) Explain **FIVE** factors you will consider in order to ensure you come up with a successful travel package. (10 marks)
  - b) Describe any **FIVE** sections of an airport (10 marks)
32. a) Explain **FIVE** types of feedback techniques that exist in the travel agency business. (10 marks)
- b) Travel packages may include a wide variety of components and vary according to key elements or themes. Describe **FIVE** components that make up a travel package. (10 marks)
33. a) Explain **FIVE** components of a travel package report. (10 marks)

b) Describe the process of making a reservation for travel services.

(10 marks)

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