

101505T4TTM
Tour and Travel Consultant Level 5
TO/OS/TM/05/5/A
Market Tour & Travel Products

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 SEVEN (7) 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)

Attempt all questions in this section

1. The following are functions of a marketing manager except one. (1 mark)
 - A. Planning
 - B. Controlling organization's operations
 - C. Selling and marketing
 - D. Supervising

2. Which among the following is an element of tourism marketing mix. (1 mark)
 - A. People
 - B. Financial entities
 - C. Transport
 - D. Accommodation

3. Which of the following is **NOT** a function of customer care in tourism. (1 mark)
 - A. Repeat clientel
 - B. Positive word of mouth
 - C. Retention
 - D. Profit making

4. Which of the following is **NOT** a pupose of reports in a marketing offcice. (1 mark)
 - A. Develop future forecasts
 - B. Marketing plans
 - C. Guide budget planning
 - D. Punishment

5.is a supplier in the tourism industry. (1 mark)
 - A. Trasport company
 - B. Internet company
 - C. Shareholder
 - D. Tourist

6. Which of the following is a characteristic of the tourism product. (1 mark)
- A. Heterogeneity
 - B. Customer friendly
 - C. Stakeholder engagements
 - D. Stability
7. The process of researching selling and promoting tour products is known as. (1 mark)
- A. Marketing
 - B. Selling
 - C. Researching
 - D. Promoting
8. Which of the among the following is **NOT** a category of market segmentation in travel and tourism marketing. (1 mark)
- A. Demographic
 - B. Behavioral segmentation
 - C. Economical segmentation
 - D. Geographical segmentation
9. Which among the following is a factor to consider when setting up a tour and travel company. (1 mark)
- A. Location
 - B. Distance
 - C. Price
 - D. Climate
10.is a method of promoting tourism products. (1 mark)
- A. Discounts
 - B. Trade fairs
 - C. Collecting information
 - D. Research

11. Which of the following is **NOT** a type of tour and travel product. (1 mark)
- A. Rural tourism
 - B. Field tourism excursions
 - C. Wildlife tourism
 - D. Dark tourism
12. Which among the following is a component of internal tourism environment. (1 mark)
- A. Government
 - B. Ministry of tourism
 - C. Kenya tourism board
 - D. Customers
13. Which the of the following is **NOT** a political factor affecting tourism. (1 marks)
- A. Government policies
 - B. Taxation
 - C. Product marketing
 - D. Inflation
14. The following are types of tourism except. (1 mark)
- A. Visiting Friends and Relatives (VFR)
 - B. Excursions
 - C. Adventure
 - D. Business
15.is a method of improving employee motivation. (1 mark)
- A. Incresed wages
 - B. Taxation
 - C. Incresed work hours
 - D. Increased work load
16. Which of the following is not a method of payment in tour offices. (1 mark)
- A. Cash
 - B. Bitcoins
 - C. Credit cards
 - D. Cheques

17. Which of the following is a benefit of staff training. (1 mark)
- A. Improved efficiency
 - B. Flexibility
 - C. Increased security
 - D. Ease and convenience
18. The following are items **NOT** included when costing tour except. (1 mark)
- A. Documentation costs.
 - B. Excess baggage costs.
 - C. Accomodation
 - D. Airport taxes.
19. Which of the following is a benefit of having competitors in a tour business. (1 mark)
- A. Punctuality
 - B. Improved work output
 - C. Soberity
 - D. Politeness
20. Which among the following is ways of motivating staff in a financially struggling tourism entity. (1 mark)
- A. Training
 - B. Giving work shift
 - C. Salary increment
 - D. Recognition

SECTION B (20MARKS)

Attempt all questions

21. Outline **FIVE** external factors that will affect the marketing strategies of an organisation. (5 marks)
22. Identify any **THREE** principles of marketing used by tourism companies. (3 marks)
23. State **FOUR** reasons for market segmentation. (4 marks)
24. List **FIVE** types of tour and travel products. (5 marks)
25. State **FIVE** distribution channels for tourism products which can be easily used by tourism marketers. (5 marks)
26. State **FIVE** causes of complaints by tourism and travel customers. (5 marks)
27. State **THREE** qualities of a marketing officer in an organization. (3 marks)
28. Identify **FIVE** functions of a marketing department. (5 marks)
29. List **TWO** factors that tour company may consider when setting price for a tourism product. (2 marks)
30. State **THREE** marketing Strategies used in Tour and travel marketing. (3 marks)

SECTION C. (40MARKS)

Answer any two questions

31. It is important for tourism marketers to choose effective distribution channels for tourism and travel products.
- a. Describe **FOUR** roles of tourism and travel distribution channels. (8 marks)
 - b. Explain **THREE** ways in which social media has played an important role in marketing of tourism events. (6 marks)
 - c. Consumer buying behavior is key in sales and marketing of products and services. Explain **THREE** factors that may influence consumers buying decisions. (6 marks)
32. You have been appointed as general marketing manager by Katana Safaris.
- a. Explain **FOUR** sources of information that you can use market the firm. (8 marks)
 - b. Describe **THREE** outcomes of employee dissatisfaction in an organization. (6 marks)
 - c. Explain **THREE** strategies that a tourism firms may use to market its products (6 marks)
33. Tour and travel products are mostly service oriented which vary alot from product based companies and are unique;
- a. Describe **FIVE** characteristics of the tourism product. (10 marks)
 - b. Explain **FIVE** challenges that an organization may face when when adopting new technology. (10 marks)