

101506T4TTM

TOURISM AND TRAVEL MANAGEMENT LEVEL 6

TO/OS/TM/CR/08/6

MANAGE TRAVEL OFFICE OPERATIONS

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 **TWO** sections: A and B.*

Answer questions as per instructions in each section.

You are provided with a separate answer booklet.

This paper consists of THREE (3) 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 (40MARKS)

Answer all the questions in this section.

1. Explain **FIVE** reasons for having an organizational structure in a travel agency. (5 marks)
2. Outline **FIVE** benefits of using strategic plan in a tour firm. (5 marks)
3. State **FOUR** advantages of preparing of performance reports in a tour company. (4 marks)
4. Explain **THREE** reasons why it is important to put control measures in the travel agency operations. (3 marks)
5. Name **TWO** forms of payment used by tourists to pay for travel services. (2 marks)
6. Outline **FOUR** requirements by IATA for establishment of a new travel agency. (4 marks)
7. Explain **FIVE** reasons why it is vital for a travel company to have a communication policy. (5 marks)
8. Explain **FIVE** reasons for training staff of a tour company. (5 marks)
9. Outline **FOUR** factors that may affect recruitment exercise in tour firm. (4 marks)
10. Explain **THREE** ways in which a memo can be an effective tool of communication in an organization. (3 marks)

SECTION B: (60 MARKS)

Answer any three questions in this section

11. Any tour firm should have clearly stipulated mechanisms and procedures to attract new employees and even guide the existing employees on the work requirements.
- Explain **FIVE** human resource policies that govern the operations of a travel agency. (10 marks)
 - Describe the process of recruitment that may be used in a tour firm. (10 marks)
12. When establishing a tour company, it is important to give it a name to show its identity to your clients.
- Describe the process followed to register for a new tour company in Kenya. (10 marks)
 - Explain **FIVE** requirements for setting up of a travel agent company in Kenya. (10 marks)
- 13.
- Explain **FIVE** contributions made by Global Distribution System among the travel and tourism firms in Kenya. (10 marks)
 - Describe **FIVE** channels through which the tourism products is distributed. (10 marks)
- 14.
- Explain **FIVE** advantages of inducting new employees in a tour company. (10 marks)
 - Describe **FIVE** reasons why travel and tour companies carrying out staff appraisal. (10 marks)