

CHUKA



UNIVERSITY

UNIVERSITY EXAMINATIONS

THIRD YEAR EXAMINATION FOR THE AWARD OF DEGREE
OF BACHELOR OF SCIENCE IN ECOTOURISM AND BACHELOR
OF TOURISM MANGEMNT

BTOM 372: TRAVEL DISTRIBUTION SYSTEM MANAGEMENT

STREAMS: BTOM

TIME: 2 HOURS

DAY/DATE: FRIDAY 07/12/2018

2.30 P.M. – 4.30 P.M.

INSTRUCTIONS: Answer all questions in section A and any TWO in section B

SECTION A: ANSWER ALL QUESTIONS (30 MARKS)

1. Briefly explain the difference between integrated and disintegrated distribution structures [3 marks]
2. How have travel operators in Canada managed the challenge of competition? [5 marks]
3. Describe factors that have made manual distribution resilient among the modern travel agents [5 marks]
4. How do over-rides and commission caps affects revenues in travel operators [5 marks]
5. Highlight the solutions to the challenges facing the ground operations business in Kenya [6 marks]
6. Describe the oppotunities of intermodal tours in Kenyan cities [6 marks]

SECTION B: CHOOSE TWO QUESTIONS IN THIS SECTION (40 MARKS)

7. Discuss the comparative advantage of using internet reservation system over central reservation systems [20 marks]

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8. Explain the main procedures of yield management in an ideal airline operations

[20

marks]

9. Discuss the strategies that Kenyan ground operators have used in enhancing quality product distribution

[20 marks]

