

**CHUKA**



**UNIVERSITY**

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**UNIVERSITY EXAMINATIONS**

**EXAMINATION FOR THE AWARD OF DEGREE OF  
BACHELOR OF SCIENCE IN ECOTOURISM AND BACHELOR OF TOURISM  
MANAGEMENT**

**BTOM 372: TRAVEL DISTRIBUTION SYSTEMS MANAGEMENT**

**STREAMS: BECO, BTOM Y3S1**

**TIME: 2 HOURS**

**DAY/DATE: FRIDAY 06/12/2019**

**2.30 PM – 4.30 PM**

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**INSTRUCTIONS:**

- **Read the instructions in each section**
- **Switch off your Mobile Phones**
- **Cheating is not allowed**

**SECTION A (Answer All Questions in this Section) (30 Marks)**

1. Using a well labeled diagram describe the structure of travel distribution system. (3 marks)
2. Describe the pattern of travel supply in Africa. (3 marks)
3. Describe four main sources of power and control in travel distribution systems. (4 marks)
4. Explain the implication of over-rides on tour agent revenues in reference to negotiated priced tours. (4 marks)
5. How can tourism product image be enhanced in the ground operations business? (5 marks)
6. Explain the challenges facing the motor coach transport distribution in Kenya. (5 marks)
7. Highlight the main implications of hierarchical distribution system to management of power, control and ownership in the travel business. (6 marks)

**SECTION B (Choose Two Questions in this Section) (40 Marks)**

8. Discuss the challenges facing rail transport distribution in the world. (20 marks)
  9. Explain the main strategies used by airlines in managing power, control and ownership in air travel manufacturing business. (20 marks)
  10. Discuss the methods used by retailers in managing global distribution systems when selling tours. (20 marks)
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