

CHUKA



UNIVERSITY

UNIVERSITY EXAMINATIONS

**THIRD YEAR EXAMINATION FOR THE AWARD OF DEGREE OF BACHELOR OF
CATERING AND HOTEL MANAGEMENT**

BCHM 303: TRAVEL RESERVATIONS SYSTEMS

STREAMS: BCHM Y3S2

TIME: 2 HOURS

DAY/DATE: WEDNESDAY 18/04/2018

2.30 P.M. – 4.30 P.M.

INSTRUCTIONS:

- Answer ALL questions in SECTION A and any other two in SECTION B.
- Do not write anything on the questions paper.

SECTION A: (30 MARKS)

1. Define the following terms as used in travel reservations operations
 - (i) White label module (2 marks)
 - (ii) Flight manifest (2 marks)
 - (iii) Open segment (2 marks)
2. Briefly discuss various Payment Options that can be used by guest to settle the bill. (6 marks)
3. Briefly explain Customer Relations Management (CRM) Tools commonly integrated in the Travel Reservations Systems. (5 marks)
4. Briefly discuss SEO (Search Engine Optimization) feature in a Travel Reservations System. (5 marks)
5. Identify five PNR (Passenger Name Record) details required when making a booking. (5 marks)
6. Briefly discuss FIVE challenges a tour firm faces when implementing Travel Reservations Systems. (5 marks)

SECTION B: Answer any TWO questions (40 marks)

7. (a) IATA (International Air Transport Association) is a trade association of the world's airlines. Outline the mandate of this organization. (10 marks)
- (b) Explain FIVE benefits of implementing Bus Reservation System. (10 marks)
8. Discuss the main features of an Airline Reservation System. (20 marks)
9. (a) Explain how Travel Reservations Systems can be used to enhance sales. (10 marks)
- (b) Discuss security issues Travel Reservations Systems are likely to face. (10 marks)
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