
CHUKA



UNIVERSITY

RESIT / SUPPLEMENTARY / SPECIAL EXAMINATIONS

**FIRST YEAR EXAMINATION FOR THE AWARD OF DIGREE OF BACHELOR OF
SCIENCE IN TOURISM MANAGEMENT**

BTOM 151/TOHM 251: TOURS AND TRAVEL OPERATIONS

STREAMS: (BTOM & BECO) Y1S2

TIME: 2

HOURS

DAY/DATE: TUESDAY 17/11/2020

5.00 P.M - 7.00 P.M.

INSTRUCTIONS:

- Answer All the Questions in Section and Any Other Two in Section B
- Do Not Write Anything on the Question Paper

SECTION A: (30 MARKS)

1. Describe any **THREE** Special Interest Tours that can be promoted in Kenya. (6 Marks)
2. A newly wedded groom to Kenya are seeking your input on the type of tour package suitable for them during their honey and reception period at Leopard Beach Resort, propose a suitable type of tour and why is it relevant for them. (6 Marks)
3. Student X has a challenge in deciding which mean of transport between Mekina and Unique Shuttles to use from Chuka to Nairobi; advise him accordingly. (6 Marks)
4. Briefly explain importance of transport in tourism industry in Kenya. (6 Marks)
5. Briefly explain any **THREE** methods of undertaking reservation. (6 Marks)

SECTION B: (40 MARKS)

6. a) Explain the benefit to customers of travel agents offering travel insurance, Car hire and Booking excursions services (10 Marks)

b) Explain **FIVE** objectives of KATO (10 Marks)

7. a) Explain the roles of travel agent in the tourism product distribution process. (12 Marks)

b) As tourism student representing Chuka University at a Travel Agents' Association Summit; you have been tasked to address on the necessity of travel retailers with comparable use current technology in travel operation. How will you advocate for travel agent at the summit. (8 Marks)

8. Discuss the effects of deregulation airline in African continent. (20 Marks)

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