



The Co-operative University of Kenya

SPECIAL/SUPPLEMENTARY EXAMINATION MARCH -2019

EXAMINATION FOR THE DIPLOMA IN CO-OPERATIVE MANAGEMENT
(YR I SEM II)

UNIT CODE:

UNIT TITLE: TRAVEL AGENCY OPERATIONS

DATE: 11TH MARCH, 2019

TIME: 9:00 AM – 11:00 AM

INSTRUCTIONS:

- Answer question **ONE (compulsory)** and any other **TWO** questions

QUESTION ONE

- (a) Describe the tourism distribution channel.
- (b) Outline uses of brochures in a travel agency
- (c) Differentiate between a back to back and open leg flight pattern.
- (d) Describe types of passports
- (e) Outline six desirable skills of a professional travel agent. (30 Marks)

QUESTION TWO

- (a) Describe **FIVE** ways in which tours can be promoted by travel in a tourist destination. (10Marks)
- (b) Describe **FIVE** challenges travel agents encounter in the in their operations. (10 Marks)

QUESTION THREE

- (a) Outline **FIVE** ways in which travel agents can use modern technology in their operations. (10 Marks)
- (b) Explain **FIVE** factors that may have contributed to the popularity of short break type of tours. (10 Marks)

QUESTION FOUR

- (a) Describe five types of special interest tours that can be organized in a destination. (10 Marks)
- (b) Outline **FIVE** factors that account for the popularity of coach tours in East Africa destinations. (10 Marks)

QUESTION FIVE

- (a) Outline **FIVE** main areas that International Air Travel Association (IATA) helps its members. (10 Marks)
- (b) Understanding the industry terminology used for different passport is important to tourists when filling them. Describe how the following terms are used.
 - (i) Alien
 - (ii) National
 - (iii) Non immigrant
 - (iv) In Transit
 - (v) Stateless person (10 Marks)

