



UNIVERSITY EXAMINATION 2018/2019

**SCHOOL OF HOSPITALITY TRAVEL AND TOURISM MANAGEMENT
DEPARTMENT OF TRAVEL AND TOURISM MANAGEMENT**

**CERTIFICATE/ DIPLOMA IN TRAVEL AND TOURISM MANAGEMENT
REGULAR**

UNIT CODE: CHT1312 DHT1309

**UNIT TITLE: RETAIL TRAVEL
OPERATIONS II**

THUR 22ND NOV, 2018 2.00PM

MAIN EXAM

TIME: 2 HOURS

INSTRUCTIONS:

Answer ALL questions in section A and answer ANY Other Two questions from Section B

SECTION A

1. a) Describe the role of the following in sales process as used by a travel consultant to make a sale; (10 Marks)
 - i. Open and closed questions
 - ii. Identifying the client needs
 - iii. Matching products features and benefits to needs
 - iv. Closing the sale
 - v. After sale service
- b) Highlight six functions of the international civil aviation organization. (6 Marks)
- c) State six risks that are covered by travel insurance. (6 Marks)
- d) Differentiate between a sole proprietor and partnership. (4 Marks)

- e) Highlight the key values of a travel agent. (4 Marks)

SECTION B

2. a) With the help of a diagram, clearly show a travel agency organization structure. (8 Marks)
- b) Explain the various roles of the different departments in a travel agency organization structure. (12 Marks)
3. Describe the key insurance tips that the travel agent may provide to clients. (20 Marks)
4. a) Explain the procedures for handling clients complaint which has not been satisfactory dealt with by the travel agency. (10 Marks)
- b) Highlight the key points to consider when handling complaints. (10 Marks)
5. In order popularity identify and describe FOUR cruise routes, two in the northern hemisphere and two in the southern hemisphere. (20 Marks)