



# MURANG'A UNIVERSITY OF TECHNOLOGY

## SCHOOL OF HOSPITALITY AND TOURISM MANAGEMENT DEPARTMENT OF TOURISM

UNIVERSITY WRITTEN ASSESSMENT

ACADEMIC YEAR 2020/2021

**FIRST YEAR SEMESTER SECOND ASSESSMENT FOR DIPLOMA IN TOURISM AND  
TRAVEL MANAGEMENT**

UNIT CODE: TO/CU/TM/CR/03/6

UNIT TITLE: TOUR DELIVERY MANAGEMENT

DURATION: 2 HOURS

### **INSTRUCTION TO CANDIDATES:**

1. Answer ALL questions in Section A and B and any other TWO questions in Section C
2. Mobile phones are not allowed in the examination room.
3. You are not allowed to write on this examination question paper.

**Section A:** This constitutes 10 multiple choice questions of 10 marks.

**Section B:** This constitutes 5 short answer questions of 4 marks totaling 20 marks.

**Section C:** This constitutes 3 questions of 20 marks each and a candidate chooses 2 questions.

The entire assessment is scheduled for 2 hours and has a total of 70%.

## SECTION A (10MARKS)

In this section each correct answer is ( 1 marks)

1. Which of the following represents a supplier in the tourism industry
  - A. Hotels
  - B. Airlines
  - C. Cruises
  - D. Roads
2. Which of the following is NOT a reservation document
  - A. Vouchers
  - B. Tickets
  - C. ISO
  - D. Contracts
3. Which of the following document is an essential accounting document
  - A. Mail
  - B. Bronchures
  - C. Maps
  - D. Invoice
4. Which of the following best represents tour field staff?
  - A. Tour guide
  - B. Bar tenders
  - C. Waiters
  - D. Pilots
5. What is the document written to claim payment of services rendered to a client.
  - A. LPO
  - B. Tickets
  - C. LSO
  - D. Invoices
6. The following are contingency measures in tour EXCEPT.
  - A. First aid kits
  - B. Excavation procedures
  - C. Emergency contact list
  - D. Customer briefing o do's and don'ts
7. Below is the principal tour package information EXPECT.
  - A. Itenerary
  - B. Welcome envelope
  - C. Maps
  - D. Receipts

8. Which of the following LEAST represents post tour activity
  - A. Analysis of tour feedback
  - B. Collection of tour feedback
  - C. Welcoming tourist
  - D. Closing of tour file
9. What is the correct meaning of L.P.O
  - A. Legal public order
  - B. Local purchase order
  - C. Local public order
  - D. Legal purchase order
10. The following are ancillary tour services EXCEPT
  - A. New product in a destination
  - B. Document renewals
  - C. Offers and services discount
  - D. Itinerary planning

### **SECTION B (20MARKS)**

11. In the relation to tourism ,explain the ,meaning of the following terms (4marks)
  - A. Itinerary
  - B. Reservation
  - C. Re-routing
  - D. Evacuation
12. Outline four key suppliers of the tour industry (4marks)
13. Outline the four key responsibilities of four guide to the tourism (4marks)
14. Name four account of document used in any four company (4marks)
15. Outline four methods of payment used by tourists to settle their bills (4marks)

### **SECTION C (40MARKS)**

16. Discuss the reservation process used by tour companies on their guest (10marks)
17. a) Every tour company needs to have well set out contingency measures just incase of any eventuality. Discuss five contingency measures in the tourism industry and suggest why each one of them is very important in an organization (10marks)
- b) Briefly describe the customer arrival and departure procedures as used by tour companies (10marks)
18. You have been appointed a tour manager of a given tour company. You have received a booking for American tourist visiting Masaai Mara national park.
  - a) What's members of staff will you involve in your plan and what are their main roles(10marks)
  - b) What document will you require to aid you in your role as a manager (5marks)
  - c) Explain n five post tour \activities that you will carry out after the tour (5marks)