



MURANG'A UNIVERSITY OF TECHNOLOGY

**SCHOOL OF HOSPITALITY AND TOURISM
MANAGEMENT**

DEPARTMENT OF TOURISM MANAGEMENT

UNIVERSITY WRITTEN ASSESSMENT

ACADEMIC YEAR 2021/2021

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

UNIT CODE: TO/CU/TM/CR/01/6

UNIT TITLE: TOUR PACKAGE DEVELOPMENT

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%.

1. What is a contract in law
 - A. its an agreement between two people or more
 - B. its an engagement that
 - C. its an agreement that is enforceable by law
 - D. its something that people have to follow
2. What is the importance of law of contract?
 - A. The company benefits
 - B. Tourist enjoy benefits and privileges
 - C. Companies enjoy mutual agreement
 - D. It improves operation and protects each other rights and interest.
3. What a customer profile a analysis.
 - A. A description or analysis of atypical or ideal
 - B. Customer for one's business
 - C. Making selection for the company products
 - D. Something to guide in package development
4. How best would you obtain your customers?
 - A. Go announcing on the streets
 - B. Ask for referrals, network and improve company websites
 - C. Sell to friends and relatives
 - D. Hire a consultant to help the company
5. Which statement best describes a breach of contract.
 - A. Someone who just does not agree with you
 - B. When parties mutually agree to do something
 - C. failure to perform as required by a contract
 - D. marketing company products and services
6. What should not be included in a package
 - A. Transportation and accommodation
 - B. meals and activities
 - C. mementos and related services
 - D. shopping list, types or wildlife and hotels
7. Which of the following is not a term or reference of travel industry
 - A. Travel industry
 - B. Receptive operator
 - C. Travel agent
 - D. Hotel waitress
8. There are two main packages ,which are they
 - A. Package for groups and package for individuals
 - B. Tour package and travel package
 - C. Hotel package and safari package
 - D. Air transport and road transport package
9. Which of the following is not a definition of a restaurant
 - A. Somewhere you walk in and order for food.

- B. Somewhere you do self service
 - C. Somewhere you put things in a basket and pay for them
 - D. Somewhere you can sit and have a cup of tea leisurely
10. Which are restaurant in murang'a Town?
- A. magunas teketeke ,nokras and Jangwani
 - B. Marm,a for one in one etc
 - C. Staff cafeterial,student cafeteria and police canteen
 - D. matha is supermarket, Total and hospitality restaurant

SECTION B

1. Explain the basic rule regarding legality I contract law (4marks)
2. Highlight four requirements for a valid contract (4 marks)
3. Differences between a restaurant and a hotel (4marks)
4. Differentiate between a restaurant and hotel (4marks)
5. With relevant examples describe cost concept as it can be applied in travel and tourism (4marks)

SECTION C

1. a) Describe five(5)most common types of customers in the market. (10marks)
- b) Explain five(5)benefits of creating an ideal customer in the market . (10marks)
2. a) Describe five(5)types of calculation that are involved pricing a package (10marks)
- b) Explain five (5) areas that a tour and travel agency can obtain suppliers, services and partners. (10marks)
3. Discuss the impact of the following on travel patterns of tourist
 - a) History (5marks)
 - b) Culture (5marks)
 - c) media (5marks)
 - d) transport (5 marks)