



# **MURANG'A UNIVERSITY OF TECHNOLOGY**

## **SCHOOL OF HOSPITALITY AND TOURISM**

DEPARTMENT OF HOSPITALITY, TRAVEL AND TOURISM

UNIVERSITY ORDINARY EXAMINATION

2023/2024 ACADEMIC YEAR

**SECOND YEAR SECOND SEMESTER EXAMINATION FOR BACHELOR**

**OF SCIENCE IN HOSPITALITY MANAGEMENT**

**HTM212. : TUORISM BUSINESS COMMUNICATION**

**DURATION: 2 HOURS**

### **INSTRUCTIONS TO CANDIDATES:**

1. Answer question one and any other two questions.
2. Mobile phones are not allowed in the examination room.
3. You are not allowed to write on this examination question paper.

## **SECTION A: ANSWER ALL QUESTIONS IN THIS SECTION**

### **QUESTION ONE (30 MARKS)**

- a. Define the following terms as used in the travel and tours office.
  - i. Verbal communication. (2 marks)
  - ii. Non-verbal communication. (2 marks)
  - iii. Research. (2 marks)
  - iv. Branding. (2 marks)
  - v. Persuasion. (2 marks)
- b. Describe five communication challenges in tourism. (10 marks)
- c. Explain 5 technology aspect that one has to think of when innovating and communicating new tourism products and services. (10 marks)

## **SECTION B – ANSWER ANY TWO QUESTIONS IN THIS SECTION**

### **QUESTION TWO (20 MARKS)**

- a. Business correspondence is very key in tourism business/companies. Outline five sectors that you tour company has correspondence with. (5 marks)
- b. Discuss diversity of tourism effect on your tour company. (5 marks)
- c. You have taken tourists for an excursion to Maasai Mara. Make a report of the tour activity. (10 marks)

### **QUESTION THREE (20 MARKS)**

- a. Describe ways in which the following skills inform tourism business communication.
  - i. Writing skills. (5 marks)
  - ii. Speaking skills. (5 marks)
  - iii. Research skills (5 marks)
- b. Explain how company representation can make or break a business agreement. (5 marks)

### **QUESTION FOUR (20 MARKS)**

- Discuss five trends that inform tourism business communication. (20 marks)