

101505T4TTM

TOUR AND TRAVEL CONSULTANT LEVEL 5

TO/OS/TM/05/5/A

MARKET TOUR & TRAVEL PRODUCTS

Nov/Dec 2023



**TVET CURRICULUM DEVELOPMENT, ASSESSMENT AND CERTIFICATION
COUNCIL (TVET CDACC)**

**WRITTEN ASSESSMENT
TIME: 3 HOURS**

INSTRUCTIONS TO CANDIDATE

1. Marks for each question are indicated in the brackets.
2. The paper consists of **THREE** sections: A, B., and C
3. Do not write on the question paper.
4. A separate answer booklet will be provided.

This paper consists of SEVEN (7) printed pages.

Candidates should check the question paper to ascertain that all pages are printed as indicated and that no questions are missing

SECTION A: (20 MARKS)

Answer all the questions in this section

1. Marketing environment includes both internal and external. Which of the following is an external marketing environment? (1 mark)
 - A. Employees
 - B. Employer
 - C. Economic
 - D. Suppliers
2. Demand for tourism products is affected by several factors which include the following except which one? (1mark)
 - A. Price
 - B. Savage
 - C. Preferences
 - D. Expectations
3. Tourist demographics are essential when doing market segmentation. Which one is a tourist demographic? (1 mark)
 - A. Occupation
 - B. Sports
 - C. Recreation
 - D. Resilience
4. Tour operators get profits by selling what? (1 mark)
 - A. Products
 - B. Tour products
 - C. Tour items
 - D. Tour goods
5. The marketing manager in a tour firm is employed to do the following functions, except which one? (1mark)
 - A. Planning
 - B. Organizing
 - C. Staffing
 - D. Partnership