

101505T4TTM

TOUR AND TRAVEL CONSULTANT LEVEL 5

TO/OS/TM/CR/08/5/A

PARTICIPATE IN TRAVEL OFFICE OPERATIONS

July/August 2023



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

WRITTEN ASSESSMENT

TIME: 3 HOURS

INSTRUCTIONS TO CANDIDATE:

- i. This paper has **Three** sections **A, B** and **C**.
- ii. Attempt questions in each section as per instructions given in the section.
- iii. You are provided with a separate answer booklet.
- iv. Marks for each question are indicated in the brackets.
- v. Do not write on the question paper

This paper consists of Eight (8) 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 (20MARKS)

Attempt all Questions in this section.

1. Which of the following is an advantage of adopting an open office layout in a tour firm?
(1mark)
 - A. Privacy is assured
 - B. Limited communication
 - C. Supervision is challenging
 - D. Enhances share of resources

2. The Acronym IATA stands for.....(1mark)
 - A. Internal Air Transport Affairs
 - B. India Air Transport Association
 - C. Inter-Regional Air Transport Association.
 - D. International Air Transport Association

3. The following factors will be least considered in determining the size of a tour office in a tour firm.
(1mark)
 - A. Length of operations
 - B. Investments in machinery.
 - C. Administrative expenditure.
 - D. Size of similar work spaces.

4. Which of the following factors should you consider when allocating tasks in your travel office?
(1mark)
 - A. Availability
 - B. Cost
 - C. Capability
 - D. Relationship

5. Who among the following is a stakeholder in Travel Agency Business? (1mark)
- A. Competitors
 - B. Recruitment Agencies
 - C. Airlines
 - D. Medical Associations
6. An Organizational Structure can be described as a..... (1mark)
- A. A long-term vision for the business.
 - B. A plan for the future
 - C. An explanation of work flow and responsibilities
 - D. A tool for communication
7. Actual performance in a Travel Organization can be measured through.... (1mark)
- A. Production out put
 - B. Performance Reports
 - C. Customer Satisfaction
 - D. Service Delivery
8. Which of the following is considered as way of building capacity among staff in an organization? (1mark).
- A. Salary increment
 - B. Welfare Schemes
 - C. Mentorship
 - D. Job Promotion
9. Identify one function of Functional organization structure in a travel agency(1mark)
- A. To enhance punctuality
 - B. To achieve Specialization
 - C. To enhance team work
 - D. To diversify skills

10. Which of the following factors would you consider when selecting a travel office equipment.?

(1 mark)

- A. The previous machine.
- B. The cost
- C. Employee recommendation
- D. The skills of procurement officer

11. Job analysis in a travel agency helps the management to.....(1 mark)

- A. Know the machines required
- B. Know the Skills required
- C. Know the background of the employee
- D. Know the number of employees in an agency

12. Which of the following is a benefit of top-down approach of management in a travel agency? (1 mark)

- A. High number of employees involved hence more efficient
- B. Dependence syndrome which promotes loyalty
- C. Assumes management knows better
- D. Efficient in providing key services

13. Retirement can be described as..... (1 mark)

- A. Termination of service by an employee
- B. A situation when the service agreement of an employee with his or her organization comes to an end.
- C. Termination of service of an employee on reaching the age of super annuation.
- D. Denial of employment to an existing employee.

14. Which of the following methods would a manager in a travel agency use to effectively motivate employees? (1mark)
- A. Delegation
 - B. Salary increament
 - C. Transfer
 - D. Job rotation
15. The acronym SOP stands for? (1mark)
- A. standard oppression process
 - B. Standing operating procedures
 - C. Standard office procedure
 - D. Standard operating procedures
16. Identify one factor that is not a requirement when setting up a travel agency. (1mark)
- A. Provide company details (name, location)
 - B. Obtain a Tourism operating license (TRA)
 - C. Approval letter from KATA
 - D. The company's track record
17. Which of the following factors can lead to the dismissal of an employee in a tour and travel organization? (1mark)
- A. Failure to reach a sales target
 - B. Falsifying company records
 - C. Being slow in their operations
 - D. Lack of a Degree qualification.
18. Which of the following is a benefit of an effective recruitment process? (1mark)
- A. Revenue growth
 - B. Time saving
 - C. Employee satisfaction
 - D. Increase in traveler experience

19. The process of familiarizing the new employees with the organization's rules and regulations is known as (1 mark)
- A. Placement
 - B. Induction
 - C. Recruitment.
 - D. Selection
20. The fundamental purpose for the existence of a Travel Office is described by its..... (1mark)
- A. Policy
 - B. Mission
 - C. Procedures
 - D. Strategy

SECTION B (40 MARKS)

Answer all questions in this section

21. As a trained Travel Consultant, you would wish to establish a Travel Office in your home town.
- a) Outline **Four** factors that will determine the size of your Travel office. (4marks)
 - b) List **Two** types of resources you will require while establishing this Travel Office. (2marks)
22. Briefly explain the meaning of a Human Resource Policy. (2marks)
23. It is important to have well-defined Objectives and goals in your Travel Office, List **Five** benefits that a travel agency will get from having clear objectives in its operations. (5marks)
24. Performance Management is crucial for any organization Highlight **Four** methods that can be used to measure employee performance in a Travel Office. (2marks)

25. As a Travel Manager it is advisable to delegate duties in order to have a smooth flow of work in the organization. State **Four** benefits that a manager may accrue from delegating duties. (5marks)
26. Compensation is one of the key components in Human Resource Management. State **Five** ways in which you can compensate employees in your Travel Organization. (5marks)
27. As one of the Top Management team at ABC Travel Agency, you will be mandated with the task of conducting interviews. Identify **Five** guidelines to an effective job interview (5marks)
28. Highlight **Two** roles that are played by International Civil Aviation Organization (ICAO) in the travel industry (2marks)
29. Outline Three methods that the management of Ubuntu Africa travel agency may use to motivate its employees. (3marks)
30. As a Travel Supervisor, Outline **Three** methods you can use to monitor the performance of the employees in your Travel Office. (3marks)
31. Describe **Two** Key Performance Indicators (KPIs) in a Travel Office. (2marks)

SECTION C (40MARKS)

Answer any Two Questions in this section.

32. One of the factors that are key in ensuring the success of travel agency firms is the establishment and maintenance of partnerships and linkages with other stakeholders.
- a) Describe Four main stakeholders that a travel agency may work within their operations. (8marks)
 - b) Explain Four roles that such stakeholders play in the travel industry. (8marks)
 - c) Outline Four limitations to successful partnership among various stakeholders (4marks)

33. Staffing function is concerned with the acquisition, development, and maintenance of an efficient and satisfied workforce in the organization.

a) Explain **Four** sources of recruitment for a travel agency. (8 marks)

b) Describe **Six** steps involved in the selection for the process.
(6marks)

c) Describe **Three** elements that a travel agency may include in a job advert.

(6marks)

34. Planning is the process by which management of a travel business determines how the organization should move from its present position to its desired position

a) Explain **Five** characteristics of a good plan. (10marks)

b) Highlight **Five** benefits that will accrue to a travel agency as a result of effective planning. (10marks)