

101506T4TTM
TOURISM AND TRAVEL MANAGEMENT LEVEL 6
TO/OS/TM/CR/05/6/A
MARKET TOUR AND TRAVEL PRODUCTS
July/August 2023



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

PRACTICAL ASSESSMENT

Time: 2 Hours

This paper consists of TWO (2) printed pages

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

INSTRUCTIONS TO CANDIDATE

1. You are required to perform the following task:

You were recently employed as a Travel and Tour Marketing Officer by Africa best tours and travel safaris; you have been tasked by the general manager to prepare and display the stages of the buyer decision-making process that can be used to guide the marketing department while conducting their marketing operations. Prepare and demonstrate the stages of the decision-making process followed by a tourist before purchasing tourism products

1. You are provided with the following:

- i) Manila paper
- ii) Foolscap
- iii) Marker pen