



KENYATTA UNIVERSITY

UNIVERSITY EXAMINATION 2017/2018

DIGITAL SCHOOL OF VIRTUAL AND OPEN LEARNING

**SECOND SEMESTER EXAMINATION FOR DIPLOMA IN TOURISM
MANAGEMENT**

BTM 060: TRAVEL AGENCY TECHNIQUES

DATE: TUESDAY 19TH JUNE 2018 TIME: 11.00A.M-1.00P.M.

INSTRUCTIONS:

Answer **ALL** the questions.

QUESTIONS 1

- a) Explain any 5 roles of a travel agency. (10 marks)
- b) Describe any 5 functions of Airline Reporting Corporations (ARC). (10 mks)

QUESTION 2

List and describe any three categories of travel agencies. (10 marks)

QUESTION 3

Discuss any 5 activities arranged by travel agency (10 marks)

QUESTION 4

Explain the advantages and disadvantages of automated accounting system.
(10 marks)

QUESTION 5

Discuss the knowledge, skills and abilities necessary to become a successful travel agent. (10 marks)