



2020_2 EXAMINATION
DEPARTMENT OF TOURISM STUDIES
FACULTY OF SOCIAL SCIENCES

Course Title: HOSPITALITY AND TOURISM MANAGEMENT

Course Code: TSM 348

Course Unit: 2

Time Allowed: 2: 00hrs

Instruction: Answer any three (3) Questions (All questions carry equal marks of 23.3).

Question 1

1a. Briefly explain the term ‘Hospitality and Travel Industry’. **3.3 marks**

1b. Explain with examples five (5) parts which ‘Map’ have helped in reading them. **20 marks**

Question 2

2a. Briefly explain the term ‘Geography’. **3.3 marks**

2b. Highlight three (3) fundamentals of geography. **6 marks**

2c. Outline seven (7) functions of the Organization for Economic Co-operation and Development. **14 marks**

Question 3

3a. Explain the term ‘ticketing’ in relation to travel industry. **10.3 marks**

3b. Explain five (5) sales tools and programmes used by the travel industry. **10 marks**

3c. Outline three (3) segments of cruise industry. **3 marks**

Question 4

4a. Outline three functions of Property Management system. **3.3 marks**

4b. Explain with examples two ‘Airline Computer Systems’. **10 marks**

4c. Mention five (5) functions of travel agents/agencies **10 marks**

Question 5

5a. Outline four (4) features of Marketing Planning. **8 marks**

5b. Classify Hotels according to locations, price and type of services. **10 marks**

5c. Define Franchising. **2.3 marks**

5d. Outline three (3) benefits of Franchising. **3 marks**