



# **MERU UNIVERSITY OF SCIENCE AND TECHNOLOGY**

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## **University Examinations 2024/2025**

THIRD YEAR FIRST SEMESTER EXAMINATION FOR THE DEGREE OF BACHELOR OF  
SCIENCE IN HOSPITALITY AND TOURISM MANAGEMENT

### **AFH 3309: TRAVEL AGENCY OPERATIONS**

**DATE: DECEMBER 2024**

**TIME: 2 HOURS**

#### **INSTRUCTIONS:**

- *Answer Question ONE and any other TWO questions*

#### **QUESTION ONE (30 MARKS)**

- Define a travel agency and explain its importance in the tourism industry. (5 marks)
- List FIVE functions of a travel agency. (5 marks)
- Highlight FIVE components of a tour package (5 marks)
- Briefly explain the term "ticketing" in the context of travel agency operations. (5 marks)
- Highlight FIVE main components of airfare calculations. (5 marks)
- Explain the role of a travel agency in promoting sustainable tourism. (5 marks)

#### **QUESTION TWO (20 MARKS)**

- Discuss FIVE sales techniques that can be employed by travel agents to enhance customer satisfaction. (10 marks)
- Analyze FIVE impact of emerging technologies on travel agency operations. (10 marks)

### **QUESTION THREE (20 MARKS)**

- a) Explain the importance of understanding international travel regulations for travel agents. (10 marks)
- b) Discuss the procedure of handling customer complaints in a travel agency. (10 marks)

### **QUESTION FOUR (20 MARKS)**

- a) Explain the process involved in issuing a travel ticket, including both electronic and paper-based tickets. (10 marks)
- b) Describe the steps taken by a travel agency to handle lost baggage claims for clients. (10 marks)