

**THE OPEN UNIVERSITY OF SRI LANKA
DEPARTMENT OF SOCIAL STUDIES
ADVANCED CERTIFICATE IN TOURISM OPERATIONS
FINAL EXAMINATION 2009/2010
SSC 2334 – TRAVEL MANAGEMENT**



DURATION –THREE (03) HOURS

Date: 28th March 2010

Time: 1.30 p.m. – 4.30 p.m.

Answer five questions only. Select at least one question from each part. Each question carries 20 marks.

PART 1 –TOURS AND TRAVEL AGENCY OPERATIONS

1. List and explain the factors involved in travel motivation.
2. a) What are the four arrangement categories done by a Travel Agent ? (04 marks)
b) List and explain the Ticketing responsibilities of a Travel Agent. (08 marks)
c) List and explain the forms of accommodation reservation. (08 marks)
3. Define the following terms. (each 02 marks)
 - (a) Break-even Analysis
 - (b) Cash flow
 - (c) Commissions
 - (d) Fixed cost
 - (e) Variable cost
 - (f) Unit contribution
 - (g) Gross contribution
 - (h) Net contribution
 - (i) Income statement
 - (j) Sales forecast

PART 2 - AIRLINE TICKETING

4. List out the five documents referred to as Travel Documentation and give a brief account on each document.
5. List out 10 points of information entered in an Airline Ticket and explain the manner of completion of each one of them.
6. Explain the usage of following documents and list out in point form the key information carried in each document.
 - (a) PTA
 - (b) MCO
 - (c) Airway Bill
 - (d) Excess Baggage Ticket

PART 3 - TRAVEL MARKETING

7. List out the 07 core principles of marketing and briefly explain each one of them.
8. Explain the terms "Pull Promotions" and "Push Promotions" and list five Promotional Techniques used in each case.
9.
 - a) Explain what it means by Direct Marketing. (10 marks).
 - b) What are the Techniques used in Direct Marketing. (10 marks).

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