

**THE OPEN UNIVERSITY OF SRI LANKA  
DEPARTMENT OF SOCIAL STUDIES  
ADVANCED CERTIFICATE IN TOURISM OPERATIONS  
FINAL EXAMINATION 2011/2012  
SSC 2334 – TRAVEL MANAGEMENT**



**DURATION –THREE (03) HOURS**

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**Date: 27<sup>th</sup> May 2012**

**Time: 1.30 p.m. – 4.30 p.m.**

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**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. Describe the activities of travel agents in making hotel reservations for their clients.
2. a) What are the four arrangement categories performed by a Travel Agent ? (10 marks)  
b) List and explain the Ticketing responsibilities of a Travel Agent. (10 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. Enumerate the information contained in airline timetables. Explain three concepts of timing involved.
5. List out 10 points of information entered in an Airline Ticket and explain the manner of completion of each one of them.
  
4. 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. Describe in your own words the marketing environment factors.
  
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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