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**THE OPEN UNIVERSITY OF SRI LANKA**  
**DEPARTMENT OF SOCIAL STUDIES**  
**ADVANCED CERTIFICATE IN TOURISM OPERATIONS**  
**FINAL EXAMINATION 2012/2013**  
**SSC 2334 – TRAVEL MANAGEMENT**



**DURATION –THREE (03) HOURS**

**Date: 22<sup>nd</sup> December 2013**

**Time: 1.30 p.m. – 4.30p.m.**

**Answer five (05) questions only. Select at least one (01) question from each part. Each question carries 20 marks.**

**PART 1 –TOURS AND TRAVEL AGENCY OPERATIONS**

1. **Define** the following terms. *(each 02 marks)*
- Break-even Analysis
  - Cash Flow
  - Commissions
  - Fixed Cost
  - Variable Cost
  - Unit Contribution
  - Gross Contribution
  - Net Contribution
  - Income Statement
  - Sales forecast
2. What are the differences between a Travel Agent and a Tour Operator?
3. What are the four (04) systems involved in relation to reservation information transmission?

**PART 2 - AIRLINE TICKETING**

4. **Define five (05)** of the following: *(each 04 marks)*
- a) Class of Travel
  - b) Connection
  - c) Enroute stop
  - d) Itinerary
  - e) Minimum connecting time
  - f) Reconfirmation
  - g) Stopover
  - h) Stand by
5. **Briefly explain** the manner in completing 10 points of information entered in an Airline Ticket. *(20 marks)*
6. **Briefly explain** the 8 Freedoms of the Air.

**(P.T.O.)**

**PART 3 - TRAVEL MARKETING**

7. **Explain** the terms “Pull Promotions” and “Push Promotions” and list five Promotional Techniques used in each case.
8. (a) **Explain** what it means by Direct Marketing. (10 marks).  
(b) What are the Techniques used in Direct Marketing. (10 marks).
9. What are the core principles of marketing and **briefly explain** each.