



# **MAASAI MARA UNIVERSITY**

**REGULAR UNIVERSITY EXAMINATIONS**

**2023/2024 ACADEMIC YEAR**

**FIRST YEAR FIRST SEMESTER**

**SCHOOL OF TOURISM, AND HOSPITALITY**

**BACHELOR OF TOURISM MANAGEMENT**

**COURSE CODE: BTM 1104-1**

**COURSE TITLE: PRINCIPLES AND TECHNIQUES OF TOUR**

**GUIDING**

**DATE: 1/2/2024**

**TIME: 0830-1030 HRS**

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**Instructions to candidates:**

*Answer all questions in **section A** and any other two in **section B***

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## SECTION A-20 MARKS

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### QUESTION ONE

- a) Briefly elucidate **FOUR** tour guiding techniques that may give you a competitive edge. **(4 Marks)**
- b) Briefly evaluate **FOUR** major components of a pre- packaged tour. **(4 Marks)**
- c) As a tour designer in Max tours, illustrate **FOUR** reasons why you would create a custom- design tour **(4 Marks)**
- d) Elucidate **FOUR** factors that have led to the need for tour guiding personnel in Kenya **(4 Marks)**
- e) Briefly describe **TWO** key roles a package tour plays in attracting inbound tourists. **(4 Marks)**

## SECTION B- 30 MARKS

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### Question 2

- a) Assess **FIVE** factors you would consider while designing a tour package **(5 Marks)**
- b) As a competent tour guide, describe **TWO** common emergencies you would administer with ease. **(10 Marks)**

### Question 3

- a) As a tour operator, illuminate **FIVE** travel intermediaries you would consider beneficial to your tour business. **(5 Marks)**
- b) You have just opened a travel agency in Narok town. Evaluate **FOUR** total quality management dimensions you would assume for the success of a new agency business. **(10 Marks)**

### Question 4

- a) Describe **FIVE** challenges hampering the development of tour business in Kenya. **(5 Marks)**
- b) “Tour marketing mix is a critical tool for the success of a tour business”. Examine. **(10 Marks)**

### Question 5

- a) As a Tour manager, examine **FIVE** tour components you would incorporate when arranging a tour for a group of five from North America. **(5 Marks)**
- b) An itinerary is a crucial tool for a holiday. Evaluate **(10 Marks)**

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