

## FINAL EXAMINATION

Semester	:	<b>MAY 2024 SEMESTER</b>
Programme Name	:	<b>DIPLOMA IN TRAVEL AND TOURISM MANAGEMENT</b>
Course Code & Name	:	<b>TTM1253 ONLINE TRAVEL MANAGEMENT</b>
Duration	:	<b>2 HOURS</b>

### INSTRUCTIONS TO CANDIDATES:

1. Please read the instructions given in the question paper **CAREFULLY**.
2. The question paper consists of **FOUR (4)** questions.
3. Answer **ALL** questions in the question paper.
4. Answers to the questions are to be written into the examination booklet.
5. Electronic dictionaries, lecture notes, files or any unauthorised materials except writing equipment are strictly prohibited.

This question paper must be submitted along with all used and/or unused rough papers and/ or graph papers (if any). Candidates are **NOT ALLOWED** to take any examination paper(s) used or unused out of the examination hall.

### WARNING:

The Examination Board of Peninsula College Georgetown regards cheating as a very serious offence and will not hesitate to mete out the appropriate punitive actions according to the severity of the offence committed, and in accordance with the clauses stipulated in the Students' Handbook, up to and including expulsion from Peninsula College Georgetown.

*(This booklet contains 3 printed pages including this page)*

**DO NOT OPEN THIS BOOKLET UNTIL YOU ARE ALLOWED TO DO SO**

Answer **ALL** questions on the separate sheet provided.

**[100 marks]**

1. a) Define CMS and state **TWO (2)** areas of the typical use of CMS. (5 marks)
- b) Discuss **FIVE (5)** advantages of CMS. (10 marks)
- c) Explain **FIVE (5)** features available on the WordPress Dashboard. (10 marks)  
Total: [25 marks]
  
2. a) List **FIVE (5)** steps of revenue management process. (5 marks)
- b) Discuss pros and cons of e-mail marketing. (10 marks)
- c) Define consumer profile and state **EIGHT (8)** characteristics that they have in common. (10 marks)  
Total: [25 marks]
  
3. a) Define **TWO (2)** functions of email marketing in helping the business to grow. (2 marks)
- b) State **SEVEN (7)** steps how to drive sales from email marketing. (7 marks)
- c) Discuss **EIGHT (8)** ways to increase revenue through digital marketing. (16 marks)  
Total: [25 marks]
  
4. a) Encoding is the process of converting a free-text entry into a standardized format that can be understood by the Sabre system. Encode the airport name to IATA codes:
  - i. Kuala Lumpur International Airport, Kuala Lumpur (1 mark)
  - ii. London Heathrow Airport, London (1 mark)
  - iii. Sydney Airport, Sydney (1 mark)
  - iv. Prince Mohammed Bin Abdulaziz International Airport, Madinah (1 mark)
  - v. Haneda Airport, Tokyo (1 mark)

- b) Decoding usually refers to the process of translating a code or abbreviation into its corresponding name. Decode from IATA code to city name:
- i. PEN (1 mark)
  - ii. DXB (1 mark)
  - iii. BKK (1 mark)
  - iv. SIN (1 mark)
  - v. YVR (1 mark)

c)

Passenger: John Smith Class: Economy class from line number 1 of City Pair Availability Ticketing information: 20 July Contact number: 0445551234 Travel Agent : AAA Travel and Tour Agent: Jones
---

Explain the **SIX (6)** steps involved in creating a Passenger Name Record (PNR) in Sabre.

- i. Enter Passenger Name (1 mark)
  - ii. Input itinerary (1 mark)
  - iii. Add contact information (1 mark)
  - iv. Enter received field (1 mark)
  - v. Save the PNR (1 mark)
- d) Explain the **FIVE (5)** purpose of Using IATA Codes in the Travel and Hospitality Industry. (10 marks)

Total: [25 marks]

**- END OF QUESTIONS -**