

INTERNATIONA.

AVEL & TOURISM G PROGRAMME

SIONAL TRA

JG (ENTRE

# CONSULTANT COURSE EXAMINATION

# PAPER 2 - GENEL AL KNOWLEDGE

# STUDENT SEPTEMBER 2004 PAPER 2

IMPORTANT NOTES CONCERNING THE EXAMINATION RULES ARE PROVIDED ON PAGE 2 OF THE PRESENT DOCUMENT

Number of questions:

180

Total obtainable marks:

180

Number of pages printed:

30

Passing level:

126

Time allowed:

3

Distinction:

153

# PLEASE COMPLETE ALL THE BOXES BELOW:

IATA / UFTAA Authorised Training Centre:			
Client ID:	_		
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Surname:			
	F	Р	D
First name :	CONSU	LTANT C	OURSE
Examination held in (city & country):Date of examination:		PAPER 2	
Date of examination:			
	SI EXAM	PACE FOR THE	CKER
Signature:			

#### **EXAMINATION SESSION RULES**

- Please complete the front page with the requested information. Your PIN number / Client ID can be found on your examination invitation letter.
- Check that your exam paper is complete. The total number of pages is advised on the front cover of this examination booklet. No separate documents (exhibits) are provided with this examination paper.
- NO books are allowed in the examination room. However, a language dictionary can be used.
- Read each question carefully.
- Answer sheet can be found at the end of this Exam Paper. Please, do not detach the Answer sheet from the Exam Paper.
- All answers must be marked on the answer sheet (see inside back cover) and not on the question paper.
- All questions carry equal marks.
- You may use a pencil or a ballpoint pen, however you may not change your answer once chosen.
- Give only one response per question. Any question with more than 1 answer will be ignored by the markers.
- Should the question have less than 5 possible answers, please ignore any extra blank choices on the answer sheet, e.g. if the question has only A and B as options, fill in A or B, and ignore C, D and E.
- Normal examination conditions will apply:
  - No talking is permitted once the examination papers have been distributed;
  - No food and/or drink are allowed in the examination room;
  - Anyone suspected of cheating will have his/her examination papers cancelled.
- NO examination paper may be taken out of the examination room
- NO photocopy of the examination may be made.
- Once completed, the examination paper, including the answer sheet, must be handed to the Supervisor.
- The time allowed for this paper is shown on the cover. You will be advised thirty minutes and again fifteen minutes before the expiry of the allotted exam time. You may leave the room before the exam time expires, provided you have returned your paper to the Supervisor.

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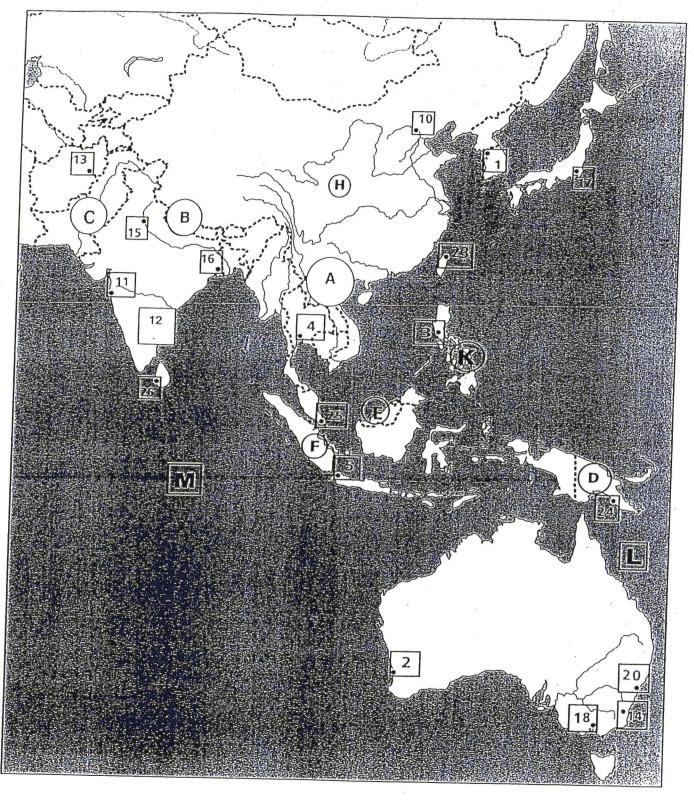
### Module M2.1 Geography 2

- 1. Generally, people know world geography well. This is because there is more information available on geography through the internet.
  - A. True
  - B. False
- A successful travel agent will
  - A. Sell popular destinations first.
  - B. Have more leisure travel clients than business travel clients.
  - C. Sell travel products that match a client's interests first.
  - D. All of the above.
- 3. A map is a helpful tool to find unfamiliar countries and cities, but it should not be more than
  - A. 10 years old
  - B. 12 months old
  - C. 2 years old
  - D. 6 months old
- 4. Changes in the temperature of ocean waters
  - A. Does not influence local weather conditions.
  - B. Influences the world's weather far away.
  - C. Will change the temperature of water in lakes and rivers as well.
  - D. both B and C
- 5. The temperature of ocean water on the east coast of a continent is usually colder than the temperature of ocean water on the west coast.
  - A. True
  - B. False
- 6. The largest lake in the world is
  - A. The Caspian Sea.
  - B. Lake Huron.
  - C. Aral Sea.
  - D. Lake Victoria.
- 7. Drier and hotter weather is experienced
  - A. On the leeward side of high mountains.
  - B. On the windward side of high mountains.
  - C. On plateaus of high mountains.
  - D. Near mountains by the ocean.
- 8. Everest is a mountain in
  - A. Pakistan and China
  - B. U.S.A. and Canada
  - C. Nepal and China
  - D. Nepal and India

- 9. The largest continent in land size is
  - A. Asia
  - B. Europe
  - C. Africa
  - D. South America
- 10. Small temperature variations in the oceans' water
  - A. have almost no change in weather conditions around the world.
  - B. Can affect the world's weather.
  - C. are difficult to predict with current technology
  - D. both B and C
- Travel agents should inform their customers on a destination's 11.
  - A. Latitude or altitude
  - B. Wind patterns
  - C. Weather conditions
  - D. Climate
- A good way to learn about attractions a customer can visit at a destination is through 12.
  - A. An atlas
  - B. A tourist board
  - C. The internet D. B and C
- 13. The closest, major city to the equator is
  - A. Cape Town
  - B. SydneyC. Prague

  - D. Singapore
- 14. The most convenient way to travel to, from or within Saudi Arabia is by
  - A. train
  - B. ship
  - C. air
  - D. camel

Refer to this map to answer Questions 15-32



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15	Example 1. Label "L" refers to which body of water?	22.	Which country is identified by label "D"?
	A. Arafura Sea		A. Fiji .
	B. Coral Sea		B. Australia
	C. Tasman Sea		C. Papua New Guinea
	D. Timor Sea		D. New Zealand
16.	Which city is dot number 25?	23.	Label "A" refers to
	A. Kuala Lumpur		A. Laos
	B. Singapore		B. Vietnam
	C. Jakarta		C. Thailand
	D. Bangkok		D. Bangladesh
17.	Which city is dot number 4?	24.	Which city is dot number 24?
	A. Hanoi		A. Port-Louis
	B. Bangkok		B. Manila
	C. Muscat		C. Port Moresby
	D. Karachi		D. Jakarta
18.	Which city is dot number 14?	25.	Label "M" refers to
	A. Canberra		A. Pacific Ocean
	B. Sydney		B. Indian Ocean
	C. Perth		C. Atlantic Ocean
	D. Melbourne		D. Arabian Sea
19.	Label "E" refers to	26.	Which city is dot number 1?
	A. Thailand		A 7.1
	B. Indonesia		A. Tokyo
	C. Malaysia		B. Beijing
	D. Philippines		C. Seoul D. Taipei
20.	Which city is dot number 10?	27.	Which country is identified by label "K"?
	A. Tokyo		A DIVIDE
	B. Beijing		A. Philippines
	C. Bangkok		B. Fiji
	D. Seoul		C. Japan
21		l	D. Malaysia
21.	Which city is dot number 2?	28.	Which city is dot number 23?

A. Manila

D. Taipei

B. TokyoC. Bangkok

A. Perth

B. SydneyC. Melbourne

D. Canberra

29.	Label "F" is which country?	36.	The top tourist destination in the world is
	A. Indonesia		A. USA
	B. Brunei		B. France
	C. Malaysia		C. India
	D. Thailand		D. none of the above
30.	Which city is dot number 12?	37.	The local currency for South Africa is
3			A. The Dollar
	A. Mumbai		B. The Rand
	B. Colombo		C. The Pound
	C. Chennai		D. The Lire
	D. Kolkata	20	Which are all the second of th
31.	Label "C" refers to	38.	Which country is known for the Ayer Rock and Gold Coast?
	A. India		A. Indonesia
	B. Pakistan		B. Australia
	C. Oman		C. New Zealand
	D. Iran		D. Brazil
32.	Label "B" refers to	39.	What is the most populated city in China?
•	A. China		A Radalina
	B. India		A. Badaling B. Beijing
	C. Pakistan	8	C. Shanghai
	D. Nepal		D. Fushun
33.	What is the only man-made structure that is visible from the moon?	40.	Budapest is the capital city of
	triat is visible from the moon?		A. Romania
	A. The Statue of Liberty		B. Hungary
	B. The Taj Mahal		C. Bulgaria
	C. China's Great Wall		D. Czech Republic
	D. The Eiffel Tower	44	The section of the
34.	What is an and the transfer of the state of	41.	The capital of Mexico is
54.	What is generally true of destinations		A. Acapulco
	near the equator?		B. Cancun
	A. They exist in the Temperate Zone.		C. Mexico City
	B. Winters are much cooler than		D. Mazatlan
	summers.	42.	Which city is known for Dad C
	C. Daylight is perpetual in summer.	42.	Which city is known for Red Square and the Kremlin?
	<ul> <li>There are almost no changes</li> </ul>		the retaining
	between seasons.		A. StPetersburg
0.5	Maria de la companya della companya		B. Moscow
35.	How many time zones are there in the		C. Warsaw
	U.S.A.?		D. Kiev
	A. 6	43.	The Taj Mahal is a
	B. 8 C. 1		A. Statue
	C. 1 D. 3		B. River
			C. Mausoleum
	2		D. Mountain

- 44. Another name for the French Riviera is
  - A. The Louvre
  - B. The Seine
  - C. The Côte d'Azure
  - D. The Champs Elysees
- 45. To take a tour of the Loire valley your clients would have to travel to
  - A. Canada
  - B. Italy
  - C. Switzerland
  - D. France
- 46. The best time of the year to visit Mexico
  - A. May to October
  - B. October to May
  - C. June, July and August
- 47. To visit Sentosa Island your client would have to travel to
  - A. Malaysia
  - B. Indonesia
  - C. Singapore
  - D. Japan

- 48. The Grand Canyon is located in
  - A. Alaska
  - B. Colorado
  - C. Texas
  - D. Arizona
- 49. The Anne Frank House and Van Gogh Museum are located in
  - A. Switzerland
  - B. Austria
  - C. The Netherlands
  - D. USA
- 50. The Iguazu Falls are located in
  - A. Mexico
  - B. Austria
  - C. Australia
  - D. Argentina

## Module M 2.2 Land Transport: Rail 2

- 51. Rail passes are sold to foreign residents almost everywhere.
  - A. True
  - B. False
- 52. Two features that are standard for car carrying shuttle trains are that you do not have to book in advance and
  - A. passengers remain in their cars during the journey
  - B. passengers do not remain in their cars during the journey
  - C. passengers are not able to bring their cars with them
  - D. none of the above
- 53. The "Palace on Wheels" is a train in
  - A. U.S.A.
  - B. India
  - C. South Africa
  - D. Australia
- 54. The very fast trains in Japan are called
  - A. Fuji
  - B. Shinkansen
  - C. Turbo
  - D. Eurostar

- 55. Which train usually travels at night as the days are reserved for sightseeing and shopping?
  - A. Palace on Wheels
  - B. Royal Orient
  - C. Blue Train
  - D. Eastern and Oriental Express
- 56. When using European rail passes, a "day" starts at \_\_\_\_\_and ends the following day at \_\_\_\_.
  - A. 7pm 7pm
  - B. midnight 7pm
  - C. 12 noon 12 noon
  - D. midnight midnight
- 57. The African Rail Romance Train offers special trips between Tanzania and Kenya.
  - A. True
  - B. False
- 58. The standard Eurail Pass gives you unlimited travel for the whole period for which it was purchased.
  - A. true
  - B. false
- 59. The Japan rail pass is issued in
  - A. one type
  - B. two types
  - C. three types
  - D. one for each of 6 railway companies
- 60. Europasses are valid in 5 classic train journey countries
  - A. France, UK, Italy, Germany, Switzerland
  - B. Germany, Austria, Switzerland, France, Belgium
  - C. France, Belgium, Switzerland, Germany, Italy
  - D. France, Germany, Italy, Spain, Switzerland

- 61. For travel in Europe the most famous option is to purchase the Eurail Pass. This pass is not valid in
  - A. France
  - B. Germany
  - C. Switzerland
  - D. United Kingdom
- 62. Conditions of carriage may be a law or part of a contract.
  - A. True
  - B. False
- 63. Europasses are flexible passes allowing the passenger to pick and choose the number of travel days and the countries to be visited.
  - A. True
  - B. False
- 64. Luxury trains can be boarded at any stop.
  - A. true
  - B. false
- 65. "The Rocky Mountaineer" is a train in
  - A. India
  - B. Australia
  - C. South Africa
  - D. Canada
- 66. Information about prices in the Thomas Cook Overseas Timetable is useful to estimate the cost of a journey.
  - A. True
  - B. False

## Refer to the Thomas Cook European Timetable extract to answer questions 67 to 71

#### INTERNATIONAL

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- b Not Apr. 24. c - O-O.
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- v Arrive 0843 on ©.
- x Arrive 13 minutes later on  $\mathbb{Q}$ .
- = Thaty's Ngh-speed train. Special fares payable.
- O = On ®Ø also calls of Antwerpen Central (arrive xx34, depart xx41) and runs 10–11 minutes later to Brussels,
- On 0-0 depart Brussels 11-12 minutes later and arrive Mechelon and Antwerpen Barchem 10 minutes later. On 600 also calls at Antwerpen Centraal (arrive xx19, depart xx26).

SEA CROSSING (for rail/sea journeys):

 $\ensuremath{\mathbb{N}}-\ensuremath{\mbox{ HSS}}$  fast craft (Stena Line).  $\ensuremath{\mbox{\mbox{$\times$}}}$  on board. Reservation compulsory.

SB Per la delucidazione del segni convenzionali, vede la pagina 2

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9	Restaurant car	Voiture-restauran		Carrozza ristorant	e Speise	wagen	Coche-restaurante
2	Snacks and drinks available (see page Second class only	a 10) ambulante (voir p	8ge 10)	Carrozza bar o ser buffel (vedere pag		nd Getranke she Seite 10	im Servicio de calatario
		Uniquement deuxi dasse	ème	Sola seconda class	se Nur zwe	ite Wasse	Sólo segunda clase
<del>4.00</del>	Bus or coach service	se Service routier		Servizio automobili	stico Bustinie		Servido de autobuse
Ch.	Shipping service	Service maritime		Servizio marittimo	Schiffah	tslinia	
ene X	DAYS OF RUNAINI Mondays to Salurda	CIRCULATION TO	redis	GIORNEDI EFFETTUAZIONE Dal lunedi al sabalo	V VERKEI	RSTAGE.	Servicio marítimo  DIAS DE CARCULACIÓN:  CARCULACIÓN:
	except holidays*	sauf les fêtes*		salvo I giorni festivi	außer Fe	ls Samstag erlage*	De lunes a sábado, excepto festivos*
	Mondays to Fridays except holidays*	Des lundis au vende sauf les fêles*		Dal luned al venerd salvo I glomi festivi*	. Montag bi Felertage	s Freitag au	Ser De lunes a viernes, excepto festivos*
	Daily except Saturday	samedis		Giomalmente, salvo l sabato	Tāglich au	Ber Samstag	Diario excepto sábados
h	Saturdays, Sundays a olidays*	el fêles*		Sabato, domenica e giorni festivi*	Samstage, Feierlage*	Sonn- und	Sábados, domingos y festivos*
•	undays and holidays	Les dimanches et let	es* I	Domenica e giorni fesi	ivi" Sonn- und	Felerlage*	Domingos y lestivos*
	ondays, Tuesdays	Les lundis, mardis	l	unedi, martedi	Montag, Di	enstag	Lunes, martes
-	ednesdays, Thurday	s Les mercredis, jeudis	٨	Mercoled1, gioved1	Mittwoch, D	onnerstag	Miércoles, jueves
	idays, Saturdays	Les vendredis, samed	is V	enerdi, sabato	Freitag, Sar		Viernes, sábados
Su ) Mo	indays	Les dimanches	D	omenica	Sonntag		Domingos Domingos
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: Irain	footnotes (listed by number)	Renvoi aux notes données en bas de pag (dans Fordre numérique des trains)	e lar	di In calce alla pagina inotazione comispon- ite al numero del trend	Di immo e e e e	h Zug- irdnelen	Véase al pie de la página la nota correspondiente al número del tren
	ervation compulsory	Réservation obligatoire		notazione ligatoria	Reservierung	erforderlich	Reserva obligatoria
	tier station	Gare frontalière	Staz	done di frontiera	Grenzbahnhof		Estación fronteriza
Airpo		Aéroport	Aero	porto	Flughafen		Aeropuerto
	does not stop	Sans arrêt	II tre	no non ferma qui	Zug hált nicht		El tren no para aquí
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	ued in later column	Suite dans une colonne à droite	Contin a des	nuazione plù avanti tra	Fortsetzung wei		Continuación a la derecha
column	1	Suite d'une colonne à gauche	Segui sinistr	lo di una colonna a a	Fortsetzung von	links (	Continuación desde la
Vice ve		Vice versa	Viceve	suza .	Umgekehrt		la Inversa
on pag Other,	country are given ge 2. special symbols	Les dates des fêtes légales nationales sont données en page 2 D'autres signes parti-	paasi	e date dei giorni i civili nei diversi vedere pegina 2.	* Gesetzliche Lai feiertagdaten fir auf Seite 2.	ndes- nden Sie	Las fechas de los días festivos en ceda pals figuran en la página 2
footno	plained in teble les or in the iction to each	culies signes part- culiers sont expliqués dans les notes ou bien dans l'event-propos reletif à cheque pays.	note i nella i	egni particolari ono spiegati nelle n calce ai quadri o introduzione atti- a ogni paese.	Besondere Sym sind in den Fuß bzw. in der Einle zu den einzelne Länder erklärt.	bole noten situng	La explicación de otros signos particulares se da en las notas o en el preámbulo correspon-

PERSONS (\*)

- 67. There is a direct Eurostar train service between London and Amsterdam.
  - A. True
  - B. False
- 68. Your client will be departing on Eurostar train # 9116 on a Sunday. The train check-in deadline is
  - A. 08:07
  - B. 07:00
  - C. 07:54
  - D. 07:30
- 69. A passenger would like to take a Eurostar from London to Brussels on a Saturday after 5pm. What train can you offer?
  - A. 9152
  - B. 9156
  - C. 9160
  - D. Both A & C
- 70. A passenger is arriving Amsterdam Schiphol Airport at 6am on a Monday, and would like to continue on a train to London. What is the earliest departure time available?
  - A. 07:24
  - B. 07:40
  - C. 08:10
  - D. 09:40
- Another passenger needs to travel from London to Antwerpen on a Sunday. What is the first available train service?
  - A. 9108 & 610
  - B. 9110 & 9321
  - C. 9116 & 612

### Module M 2.3 Land Transport: Bus and Coach

- 72. Coaches are usually used for urban and suburban scheduled travel where the level of comfort is not expected to be high.
  - A. true
  - B. false
- 73. The word "bus" and "coach" have the same meaning everywhere.
  - A. true
  - B. false
  - The advantage of coaches over trains is that
  - A. They are always less costly.
  - B. They access remote destinations.
  - C. They are cleaner and timely.
  - D. Their stations are centrally located.
  - E. None of the above.
- 75. This European quality label rates the quality of buses with a number of stars:
  - A. Thomas Cook.
  - B. OAG.
  - C. GBK.
  - D. TIM.

- Choice of bus route should depend on the following 76.
  - A. Whether the customer intends to see much of the country.
  - B. Whether the customer wants to mix with native people.
  - C. Whether the customer wants to get from A to B as easily as possible
  - D. All of the above.
- In some African countries the bus driver is responsible for the bus and will sell tickets on the bus. These 77.
  - A. conform to world-wide standards
  - B. may often depart only when full
  - C. do not accept foreign visitors
  - D. all of the above
- A customer assesses a travel agent's opinions of other cultures through 78.
  - A. intonation.
  - B. language pattern.
  - C. body language.
  - D. all of the above.
- A great way to get to know a lot of different local people in a visited country is to: <sup>'</sup>9.
  - A. Purchase a tour package.
  - B. Spend time in a local museum between bus stops.
  - C. Combine bus travel during the day and overnight stays at hotels.
  - D. All of the above.
- 0. In the United States, long-distance buses
  - Α. are air-conditioned.
  - B. have at least one toilet.
  - C. serve hot meals.
  - D. both A and B.

Regular Greyhound passes usually cover traffic between

- The United States and Canada
- B. US cities.
- North American cities on the east coast.
- D. None of the above.

This country is made up the North Island and the South Island.

- Indonesia
- B. Ireland
- New Zealand
- D. none of the above

The four main international airports in India are in Bombay, Calcutta, Delhi, and:

- A. Purna
- B. Bangalore
- C. Madras
- D. Mumbai

- 84. First-class buses in Bolivia are
  - A. Non-existent
  - B. Often imported and recycled.
  - C. The usual mode of transportation used.
  - D. Both B and C

# Module M 2.4 Accommodation (Hotels and other than Hotels)

85. Your first guideline in determining what kind of accommodation to recommend to a client is: A. cost B. purpose of the trip C. length of stay D. none of the above  86. Safety is as important to transport, as		
A. room quality B. cleanliness C. location D. service  87. The first consideration for a business traveller in deciding where to stay is the: A. price B. location C. staff-to-guest ratio D. all of the above are equally important  88. Amenities in an accommodation include A. Hair dryer B. Lotions and shampoos C. Tea and coffee in the room D. All of the above  89. Travelers who love to meet local people in a home setting will enjoy staying at: A. Hostels B. Farmhouses C. Guesthouses D. Spas E. Both B & C  90. Facilities in an accommodation include A. beaches B. swimming pools C. meeting rooms D. all of the above E. B & C only  91. Familiar environment, food and comfort of one's own culture are major factors that determine the type of accommodation for A. Luxury travelers B. Mid market travelers C. Budget travelers	85.	<ul><li>A. cost</li><li>B. purpose of the trip</li><li>C. length of stay</li></ul>
A. price B. location C. staff-to-guest ratio D. all of the above are equally important  88. Amenities in an accommodation include A. Hair dryer B. Lotions and shampoos C. Tea and coffee in the room D. All of the above  89. Travelers who love to meet local people in a home setting will enjoy staying at: A. Hostels B. Farmhouses C. Guesthouses D. Spas E. Both B & C  90. Facilities in an accommodation include A. beaches B. swimming pools C. meeting rooms D. all of the above E. B & C only  91. Familiar environment, food and comfort of one's own culture are major factors that determine the type of accommodation for A. Luxury travelers B. Mid market travelers C. Budget travelers		<ul><li>A. room quality</li><li>B. cleanliness</li><li>C. location</li></ul>
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<ul> <li>A. beaches</li> <li>B. swimming pools</li> <li>C. meeting rooms</li> <li>D. all of the above</li> <li>E. B &amp; C only</li> <li>91. Familiar environment, food and comfort of one's own culture are major factors that determine the type of accommodation for</li> <li>A. Luxury travelers</li> <li>B. Mid market travelers</li> <li>C. Budget travelers</li> </ul>	89.	<ul><li>A. Hostels</li><li>B. Farmhouses</li><li>C. Guesthouses</li><li>D. Spas</li></ul>
accommodation for A. Luxury travelers B. Mid market travelers C. Budget travelers	90.	<ul><li>A. beaches</li><li>B. swimming pools</li><li>C. meeting rooms</li><li>D. all of the above</li></ul>
	91.	accommodation for  A. Luxury travelers  B. Mid market travelers  C. Budget travelers

- Women traveling on business often ask for 92.
  - A. Ground floor rooms
  - B. Rooms with small kitchen
  - C. Upper floor rooms
  - D. Both A & B
- Your first guideline in determining what kind of accommodation to recommend to a client is 93. A. cost
  - B. purpose of the trip
  - C. length of stay
  - D. none of the above
- Spas place emphasis on the mind rather than the body and therefore pay less attention to food or 94. amenities
  - A. true
  - B. false
- The first consideration for a business traveler in deciding where to stay is the 95.

  - B. location
  - C. staff-to-guest ratio
  - D. all of the above are equally important
- Amenities in an accommodation include 96.
  - A. Hair dryer
  - B. Lotions and shampoos
  - C. Tea and coffee in the room
  - D. All of the above
- Which of the following would be a good accommodation option for families traveling with children? 97.

  - B. apartment
  - C. budget hotel
  - D. hotel with a pool
- Facilities in an accommodation include 18.
  - A. beaches
  - B. swimming pools
  - C. meeting rooms
  - D. all of the above
  - E. B&Conly
- Private homes available for one-week stays in France are called "gites". 1.

  - B. False
- 0. Which of the following is true?
  - A. Hostels and Elderhostels are the same and cater to the same population.
  - B. Hostels and Elderhostels are the same except that Elderhostels attract an older population.

### Module M2.5 Water Transport

- 101. A cruise region successful as a result of consistent year-round weather and 7000 islands is
  - A. The carribean.
  - B. Mexico.
  - C. Mediterranean Europe.
  - D. Alaska.
  - E. The Mexican Riviera.
- 102. Clients who want snorkelling adventure should consider cruising in the
  - A. Eastern Caribbean.
  - B. Western Caribbean.
  - C. Southern Caribbean.
  - D. Northern Carribean.
- 103. Mediterranean cruises don't operate in
  - A. Summer.
  - B. Autumn.
  - C. Winter.
  - D. Spring.
- 104. Hurricane season in the Caribbean is
  - A. July and August
  - B. August to October
  - C. June to August
  - D. June to November
- 105. The Mexican "Riviera" is on the:
  - A. Eastern coast of Mexico.
  - B. Western coast of Mexico.
  - C. Caribbean coast.
  - D. none of the above.
- 106. Cruises typically served by smaller yacht-like vessels are
  - A. Pacific Ocean cruises.
  - B. Indian Ocean cruises.
  - C. Alaskan Cruises.
  - D. Hawaii-Fiji Cruises.
- 107. First-class accommodations are usually located
  - A. on upper decks.
  - B. in the aft section.
  - C. on the lowest decks.
  - D. both B and C.
- 108. Cruises are categorized by type, cost and
  - A. ships registry.
  - B. ship size.
  - C. duration.
  - D. both A and B.

17

- A. super mega ships
- B. mega ships
- C. large ships
- D. both A and B
- 110. Clients who want a bare boat sailing cruise may need:
  - A. a certificate or licence to charter the boat.
  - B. at least one crew member with local citizenship.
  - C. Extensive training with the boat chartering owner.
  - D. none of the above.
- 111. All cruises include
  - A: transportation from port to port.
  - B. entertainment.
  - C. shuttle service from/to the airport.
  - D. both A and B.
  - E. All of the above.
- 112. Cruise passengers with special dietary requirements must:
  - notify the cruise line in advance.
  - B. bring their own food.
  - C. supply a medical certificate.
  - D. take no special action.
- 113. A male cruise passenger wearing a collared sports shirt could be refused entry to the dining room if the dress code is
  - A. formal
  - B. semi-formal
  - C. informal
  - D. all of the above
- 114. The ship's staff are referred to as
  - A. crew
  - B. officers
  - C. valets
  - D. pursers
  - E. none of the above
- Most cruise ships are at sea between
  - A. 6 p.m. and 6 a.m.
  - B. midnight and noon
  - C. 6 a.m. and 6 p. m.
  - D. none of the above
- 16. Generally, on cruises pets are
  - A. allowed in kennels.
  - B. not allowed.
  - C. allowed at a 50 percent supplement
  - D. allowed with proper vaccine documents.

- 117. Cruise lines need passenger names
  - A. as they appear in on flight tickets.
  - B. by telephone reservation.
  - C. as they appear in passports.
  - D. both B and C
- 118. Cruise Line Conditions of Carriage literature includes
  - A. Service charges.
  - B. Meal options.
  - C. Excursion costs.
  - D. A and B.
  - E. all of the above.

### Module M2.6 Tour Packages 2

- 119. The 4 steps of tour development are planning, negotiations, costing and
  - A. setting commissions
  - B. promotion
  - C. accounting
  - D. none of the above
  - 20. All of the following elements are considered essential to the success of a tour except
    - A. attractions
    - B. details
    - C. the age of the client
    - D. profit
- 123. This step in designing a tour product involves a visit of locations and setting a management strategy.
  - A. Negotiations
  - B. Costing
  - C. Marketing
  - D. Planning
- 124. Tour promotion is mostly through
  - A. travel ads.
  - B. brochures.
  - C. GDS facilities.
  - D. Magazine articles.
- 125. The most important points in selling a tour to a client are
  - A. guaranteed entrances
  - B. known costs
  - C. translating the tour features into benefits for the client
  - D. all of the above
- 126. After determining customer needs, the fist step in customising a tour is to
  - A. select an existing tour.
  - B. contact a tour wholesaler.
  - C. negotiate with suppliers.
  - D. design a new tour.
  - E. none of the above

127.	Whic	ch of the following tour features might contain a tour voucher in a client's tour packet?
	A. B. C.	Accommodation Rental car Complimentary cocktail reception All of the above
128.	Indepe	endent tours without any transportation and/or escort fees do not have any transportation

- independent tours without any transportation and/or escort fees do not have any fixed costs.
  - A. True
  - B. False
- 129. The total net cost of the tour is calculated by adding fixed costs to
  - A. variable costs
  - B. variable costs times the number of participants
  - C. the number of participants
  - D. none of the above
- 130. Meal expenses are an example of a
  - A. fixed cost.
  - B. variable cost.
  - C. mixed cost.
  - D. net cost.
- 131. The person or business that sells the tour product to the general public is called
  - A. Tour wholesaler
  - B. Tour operator
  - C. Tour broker
  - D. Tour retailer
- 132. Profit mark-ups are determined by unit price costing and
  - A. cost plus pricing.
  - B. affinity standard cost pricing.
  - C. average-cost pricing.
  - D. none of the above.
- 133. Producing a successful tour requires
  - A. discounts
  - B. good GDS knowledge
  - C. quality components
  - D. tours of at least 1 week duration
- 134. What function plans activities to promote product and company image?
  - A. public relations.
  - B. advertising.
  - C. direct mail.
  - D. none of the above

- 135. The common form of tour promotion or advertising is
  - A. newspaper
  - B. brochure
  - C. GDS display
  - D. television

### Module M2.7 Laws and Regulations

- 136. Greater protection for consumers calls for
  - A. Greater revenues for travel consultants.
  - B. More competitive pricing of travel products.
  - C. increased travel agency liability for services delivered.
  - D. decreased costs in insurance spending.
- 137. The new IATA formed in 1945 was incorporated in
  - A. Canada
  - B. the United States
  - C. France
  - D. Great Britain
- 138. In Resolution 814, the country's Agency Services Manager (ASM) establishes rules for
  - A. becoming an IATA agent.
  - B. becoming an IATA member.
  - C. both A and B.
  - D. neither A nor B.
- 139. PSAA No. 3 allows an agent to
  - A. sell international air passenger transportation on services provided by an authorised carrier
  - B. receive official air travel documents and validation plates.
  - C. Remuneration and compensation.
  - D. all of the above
- 140. IATA agents must respect
  - A. that they represent member carriers.
  - B. the carrier's tariff
  - C. the carrier's condition of carriage
  - D. all of the above
- 141. Monies collected by an IATA agent from passengers are the property of the
  - A. passenger
  - B. agency
  - C. airline
  - D. IATA
  - E. none of the above

- 142. This term is widely used to refer to both the banking and the data processing activities of a BSP operation:
  - A. Clearing Bank
  - B. Direct Settlement
  - C. Agency Services Management
  - D. none of the above
- 143. The Airline Reporting Corporation operates in
  - A. the United States
  - B. Canada
  - C. both A and B
  - D. none of the above
- 144. An agent who has signed the IATA Passenger Sales Agency Agreement is a(n):
  - A. accredited agent.
  - B. appointed agent.
  - C. associate agent.
  - D. approved agent.
  - E. none of the above.
- 145. Each place of business, belonging to an agent, that is entered in the Agency List is said to be an:
  - A. accredited location.
  - B. appointed location.
  - C. approved location.
  - D. associate location.
  - E. none of the above.
- 146. A license is
  - A. A mandatory requirement to operate a travel agency worldwide.
  - B. An authorization to start a business.
  - C. A consumer protection law.
  - D. A bank guarantee preventing bankruptcy.
- 147. Which would not be a licensing qualification?
  - A. Accreditations in the business of travel.
  - B. Proof of financial stability.
  - C. Agency protection.
  - D. Registration with the government.
  - E. Liability insurance.
- 148. How can licensing authorities decide agency renewals?
  - A. By examining its employees' expertise.
  - B. By evaluating its financial situation.
  - C. By reviewing the agency's compliance to original requirements.
  - D. By recommendation from satisfied customers.

- If an agent cannot settle accounts through the Billing and Settlement Plan, how does he pay an 149. airline?
  - A. Through the CIP (Carrier Identification Plate).

  - B. Directly with each airline.C. Through the agency's own bank.D. Through the ASM (Agency Services Manager).

	Module M2.8 Selling Skills
150.	If you sell and service your clients well, they will  A. refer you to other clients  B. pay you premiums on your commissions  C. both A and B  D. none of the above
151.	Good sales techniques are effective if they use good principles.  A. marketing B. economic C. mathematical D. geographical
152.	Because the travel consumer has access to more information and is often more educated, the travel agent must have  A. increased product knowledge  B. better selling skills  C. both A and B  D. none of the above
153.	One reason consumers say they stay loyal to their travel agents is because the travel agent  A. can get them the best prices  B. urges them to travel when they otherwise would not  C. knows everything there is to know about travel  D. none of the above
154.	The most important part of the promotion of a product is  A. advertising  B. sales  C. publicity  D. travel agent
155.	When selling by telephone  A. you do not need to worry about your listening skills  B. you have the disadvantage of not making eye contact with the prospect  C. how something is said is much more important than what is actually said  D. both B and C
156.	"How would you like to pay for this?" This is an example of a  A. Commitment question  B. Broad question  C. Determining question  D. Follow-up question

The important quality of long term sales success for the travel agent is

A. total quality management

D. none of the above

B. continuous process improvement C. customer relationship management

157.

- 158. Increased competition and lower fares in the airline industry are the result of
  - A. deregulation
  - B. supply and demand
  - C. government regulations
  - D. none of the above
- 159. The following is a reason consumers stay loyal to their travel agent
  - A. convenient location
  - B. knowledge of a specific destination
  - C. dependability
  - D. all of the above
- 160. Value is a result of
  - A. travel agent personality
  - B. price
  - C. price and quality
  - D. price and quantity
- 161. When selling on the telephone, this skill is most important
  - A. note taking
  - B. being able to do more than one thing at a time
  - C. being able to make appropriate eye contact
  - D. listening
- 162. The act of repeating your potential client's needs and then asking if you have understood his correctly is known as
  - A. Exploring
  - B. Restating
  - C. Responding positively
  - D. Moving on
- 163. In large-account sales, the most important part in getting to a commitment is often
  - A. dependent on the age of the agent
  - B. the relationship with the decision maker(s)
  - C. breaking down the package into smaller units
  - D. none of the above
- 164. If you sell and service your clients well, they will
  - A. refer you to other clients
  - B. pay you premiums on your commissions
  - C. both A and B
  - D. none of the above
- 165. When selling by telephone:
  - A. you do not need to worry about your listening skills
  - B. you have the disadvantage of not making eye contact with the prospect
  - C. how something is said is much more important than what is actually said
  - D. both B and C
- 166. Efforts made to develop long-term and committed customers is called
  - A. Cross-selling
  - B. Marketing
  - C. Customer relationship management
  - D. Networking

167.	Good selling only requires knowledge of the product.
	A. True B. False
168.	When selling by telephone, you should
	<ul> <li>A. Match the tone of your voice and rate of speech with that of your client</li> <li>B. Avoid sounding like a mimic</li> <li>C. Get the caller's name as soon as possible and use it frequently</li> <li>D. All of the above</li> </ul>
169.	A trust-building strategy for successful "selling in person" is
	<ul><li>A. Making genuine eye contact</li><li>B. Using the prospect's name frequently</li><li>C. Making a good first impression</li><li>D. All of the above</li></ul>
170.	This type of listening encourages the speaker to continue speaking
	<ul><li>A. Active listening</li><li>B. Selective listening</li><li>C. Responsive listening</li><li>D. None of the above</li></ul>
171.	The first and most important buying influence is the influence.
	A. Economic B. User C. Technical D. Coach
172.	To keep your skills up to date, you should
	<ul> <li>A. read articles and books about travel trends</li> <li>B. take a sales training course with classroom instruction</li> <li>C. continuously practice on the job any new skills you learn</li> <li>D. all of the above</li> </ul>
173.	Because you are not able to see a telephone prospect, you will need to
	<ul> <li>A. ask the client what his/her income is</li> <li>B. get the client's credit card number to ensure that he/she is serious</li> <li>C. ask more questions to determine needs</li> <li>D. none of the above</li> </ul>
174.	Phrases such as "I see," "Go on," and "Interesting"
	<ul> <li>A. Encourages the speaker to continue.</li> <li>B. Shows disinterest on the part of the listener</li> <li>C. Is interruptive and limits communication.</li> <li>D. none of the above</li> </ul>
175.	This listening narrows the conversation to key points
÷	<ul><li>A. active</li><li>B. selective</li><li>C. responsive</li><li>D. none of the above</li></ul>

- 176. What kind of listening plays on the feelings, emotions, or opinions of the speaker?
  - A. active
  - B. selective
  - C. responsive
  - D. none of the above
- 177. When selling by telephone, the best practice is for travel agents to
  - A. Sell the agency's highlights.
  - B. Coach the conversation with key questions.
  - C. Listen and wait for the speaker to identify his needs.
  - D. Insist on a personal visit.
- 178. To create a team atmosphere, when meeting with a client in person, you should try to sit
  - A. side by side
  - B. at a circular table
  - C. across from each other
  - D. behind the person
- 179. One way to put a prospect at ease is to
  - A. avoid eye contact.
  - B. have him/her fill out a questionnaire.
  - C. use their name frequently.
  - D. all of the above.
- 180. Once you have developed trust with a prospect, the next step is to
  - A. demonstrate the product.
  - B. identify needs and wants.
  - C. recommend the product.
  - D. quote prices.

Only one answer per question

# ANSWER SHEET

A B C D E

126 - Pass 153 - Distinction Total points

Co.4

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