MASENO UNIVERSITY

UNIVERSITY EXAMINATIONS 2013/2014

FOURTH YEAR SECOND SEMESTER EXAMINATIONS FOR THE
DEGREE OF BACHELOR OF SCIENCE IN ECOTOURISM, HOTEL
& INSTITUTION MANAGEMENT WITH INFORMATION
TECHNOLOGY

(CITY CAMPUS – EVENING)

SIT 473: GLOBAL DISTRIBUTION SYSTEMS

Date: 11ᵗʰ April, 2014   Time: 5.30 – 7.30 p.m.

INSTRUCTIONS:

* Answer Question ONE (COMPULSORY) and any other THREE questions
  in the answer booklet provided.

SIT 473: GLOBAL DISTRIBUTION SYSTEMS

CITY CAMPUS   **YEAR FOUR**   **SEMESTER TWO**

INSTRUCTIONS: Answer QUESTION ONE (compulsory) and any other three questions in the answer booklet provided.

QUESTION ONE (30 MARKS)

a) Outline four major types of GDS that a hotel can get connected to (2 marks)

b) Briefly explain how travel agents and hotels benefit from adoption and application of Amadeus Reservation System. (10 marks)

c) Describe four types of GDS connectivity and why they matter to a travel agent and the hotels that connects to GDS. (12 marks)

d) By stating two examples, explain the importance of Switch Company as a link between global distribution system (GDS) and a hotel's central reservation system (CRS). (3 marks)

e) Make entries to perform the following activities in Amadeus Reservation System. (3 marks)

     i.)   Sign-in to all work areas as a general sales agent with the password "Amadeus"

     ii.)   Move from one active area to work area B

     iii.)   Decode Kenya Airways

     iv.)   Encode Kisumu City

     v.)   Sign-out of work area C

     vi.)   Sign-in to multiple work areas C,D and F

QUESTION TWO (25 MARKS)

Below is a client's passenger name record (PNR) that was retrieved from Amadeus by a travel agent. Use the display to answer questions that follows:

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--- RLR ---
RP/FKO1A2014/FKO1A2014        AF/GS      05MAR14/1228GMT        33QTU8
1.      DAVID/JAMES MR  2. DAVID/CLARE MRS    3. DAVID/HOPE MISS
4   KQ2298   J   27APR  7  KISNBO   HK3        2020   2135    *1A/
5   KQ2420   D  04MAY  7  NBOKIS   HK2        0805   1055    *1A/
6   AP  KIS  01  814    4253-BARBRAH-A
7   AP  KIS  03  141    796 - H
8   AP  KIS  03  143    135 - B
9   TK TL 27APR/ FKO1A2014
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Required: Provide a detailed description of the components in the PNR above (25 marks)

QUESTION THREE (15 MARKS)

Jane is married to John and both want to travel to South Africa for a two months holiday. Jane contacts your travel agency to make the necessary arrangements for the holiday and in her request, Jane ask for KQ flight to Johannesburg, one hotel room, and a vegetarian meal. Describe how you will go about fulfilling Jane's request. (15 marks)

QUESTION FOUR (15 MARKS)

GDS rate loading continues to be a hot topic among buyers, suppliers, and travel agencies. The hotel GDS rate loading process in particular is a four stage process that involves Pre-RFP, RFP Execution, Rate Verification / Audit and On-going Management. Describe these four stages. (15 marks)