



MASEÑO UNIVERSITY
UNIVERSITY EXAMINATIONS 2013/2014

**FOURTH YEAR FIRST 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: 25th November, 2013

Time: 5.30 - 7.30 p.m.

INSTRUCTIONS:

- **Answer ALL questions in SECTION A and ANY TWO from SECTION B.**

SIT 473: GLOBAL DISTRIBUTION SYSTEMS

(CITY CAMPUS)

SECTION A (30 MARKS)

Answer **ALL** the questions from this section in the answer booklet provided

1. Define the following terms. (3 marks)
 - a) IATA codes
 - b) Passenger Name Record (PNR)
 - c) Internet Distribution Systems (IDS)
2. Briefly explain how travel agents benefit from adoption and application of Galileo Reservation System. (6 marks)
3. Why should hotels embrace global distribution systems (GDS). (5 marks)
4. Explain the reasons that lead to the development of the current GDS from the early CRS. (4 marks)
5. Briefly explain how a global distribution system (GDS) works (5 marks)
6. By stating two examples, explain the importance of switch companies as a link between global distribution system (GDS) and a hotel's central reservation system (CRS). (3 marks)
7. Make entries to perform the following activities in Amadeus Reservation System. (4 marks)
 - a) Sign-in to all work areas as a general sales agent with the password "ECOHIM"
 - b) Move from one active area to work area B
 - c) Decode Kenya Airways
 - d) Encode Kisumu City
 - e) Sign-out of work area C
 - f) Sign-in to practice training
 - g) Decode Kisumu International Airport
 - h) Sign-in to multiple work areas C,D and F

SECTION B (40 MARKS)

Answer any **TWO (2)** questions from this section in the answer booklet provided.

8. Describe any four global distribution systems (GDS) connectivity stating why each matters to a travel agent as well as their advantages. (20 marks)
9. 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. (20 marks)
10. 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 the four stages. (20 marks)