



MANICALAND STATE UNIVERSITY OF APPLIED SCIENCES

FACULTY OF AGRIBUSINESS AND COMMERCE

DEPARTMENT: TOURISM AND HOSPITALITY MGT

MODULE: GLOBAL DISTRIBUTION SYSTEMS

CODE: THMA 216

SESSIONAL EXAMINATIONS
NOVEMBER/DECEMBER 2022

DURATION: 3 HOURS

EXAMINER: MRS R NYANDIMA

INSTRUCTIONS

1. Answer any **four** questions **only**.
2. Each question carries 25 marks
3. Start a new question on a fresh page
4. Total marks 100

QUESTION 1

- a) Define and explain Global Distribution Systems giving examples. [10 marks]
- b) Briefly discuss any five benefits of Global Distribution Systems [15 marks]

QUESTION 2

- a) Describe any five roles and value of GDSs in the travel industry [15 marks]
- b) Discuss any five reasons why travel agents are still successful in business despite the popular use of GDSs in the tourism industry [10 marks]

QUESTION 3

- a) Describe the evolution of Global Distribution Systems. [15 marks]
- b) Explain any two components of an air ticket [10 marks]

QUESTION 4

- a) In line with covid-19 measures discuss any three information technologies trends shaping the aviation industry in 2022. [15 marks]
- b) Explain five importance of a hotel distribution system [10 marks]

QUESTION 5

- a) Elaborate any five aspects in Destination Management Systems [10 marks]
- b) Analyse any five challenges facing the Global distribution Systems in 21st century. [15 marks]

QUESTION 6

Discuss any ten roles played by International Air Transportation Association (IATA) in the distribution of aviation products [25 marks]

END OF EXAMINATION