



**MASENO UNIVERSITY**  
**UNIVERSITY EXAMINATIONS 2015/2016**

**FOURTH YEAR SECOND SEMESTER EXAMINATION FOR THE  
DEGREE OF BACHELOR OF BACHELOR OF SCIENCE IN  
ECOTOURISM, HOTEL AND INSTITUTION WITH INFORMATION  
TECHNOLOGY**

**MAIN & CITY CAMPUS**

**SIT 473: GLOBAL DISTRIBUTION SYSTEMS**

Date: 25<sup>th</sup> April, 2016

Time: 2.30 - 4.30pm

---

INSTRUCTIONS:

- **Answer Question ONE and any other TWO Questions.**



### QUESTION ONE (40 MARKS)

- a) Explain the importance of PNR, SI and OSI as components of a global distribution system (9 marks)
- b) Sharon Pepsodent intends to travel aboard Kenya Airways flight number 278 from Kisumu to Nairobi on Wednesday 8<sup>th</sup> of May 2016 for a business trip that will last two weeks. She contacts African Taste Experience, a travel agency you work for, to make travel arrangements for her. Sharon will be travelling in the first class and the first flight will be departing Kisumu International Airport from 6.30am. Given that flight from Kisumu to Nairobi takes 45 min. She leaves with you both her home and business contacts which are 0723525395 and 050 9867 respectively in order to be notified of any eventuality. The ticket will be ready in two days. Use the information to come up with a PNR display for Sharon as it would appear in Amadeus given that your status in your office is an agent sell and your office identification number is ATE 00647. (10 marks)
- c) Explain the significance of GDS connection to a hotel (5 marks)
- d) Briefly describe how a typical GDS operates when connected to a Chain hotel (6 marks)
- e) Explain the following hotel distribution categories in a GDS in relation to a travel agency making reservation on behalf of a hotel.
  - i.) Consortium (5 marks)
  - ii.) Chain (5 marks)

### QUESTION TWO

IATA plays a significant role in devising codes for hospitality, travel and tourism related components. Discuss (15 marks)

### **QUESTION THREE**

- a) There are four different types of GDS connectivity namely Type A processing, Type B processing, Seamless and Next Generation Seamless. Briefly describe the first three GDS connectivity types (9 marks)
- b) Explain other major GDS you would like them to consider other than WorldSpan (6 marks)

### **QUESTION FOUR**

- a) Describe the flow of information from the time a travel agent makes booking request for a hotel room in the GDS to the time it's received by a front desk staff of the hotel (10 marks)
- b) Explain the process of commission payment in a contractual agreement between a hotel and a travel agent where the travel agent make room reservations on behalf of the hotel via a GDS (5 marks)

### **QUESTION FIVE**

Describe how you would make use of Amadeus GDS graphic interface to fulfill Neha's request who wants to travel to New York aboard Kenya Airways. In her request, Neha asks to be booked in Hyatt Regency Hotel and would need a vegetarian meal. She would also like to collect her ticket and itinerary in three days' time from your office. (15 marks)

