

Qualification 4782-32-032/532

Level 3 Advanced Technical Diploma in Business Travel (450)

Level 3 Business Travel – Theory exam (1)

JUNE 19

Q1	State four different types of ancillary services available to business travel customers. <p style="text-align: right;">(4 marks)</p>		
Q1	Acceptable answer(s)	Guidance	Max mks
Q1	<p>1 mark each for any of the following, to a maximum of 4 marks:</p> <ul style="list-style-type: none"> • Car hire. (1) • Foreign exchange. (1) • Transfers/airport transport/chauffeur. (1) • Health information. (1) • Passport and visa information. (1) • In-flight options. (1) eg meals, onboard entertainment, advance seat selection, prepaid Wi-Fi • Parking. (1) • Priority Boarding/disembarkation/fast track (1) • Porter services • Concierge/meet and greet • Airport facilities (1) eg lounge, business centre 	Do not award multiple marks for examples of breakdown of categories, eg valet parking and car parking, as these should be awarded one mark.	4
Q2	Explain two benefits of booking business class travel for a business traveller flying on a long-haul flight. <p style="text-align: right;">(4 marks)</p>		
Q2	Acceptable answer(s)	Guidance	Max mks
Q2	<p>1 mark each for any of the following, with a maximum of 2 marks for identification of benefits and a maximum of 2 marks for explanation, to a maximum of 4 marks:</p> <p>Benefits</p> <ul style="list-style-type: none"> • Dedicated check-in (1) 	Explanations which are used more than once must be capped at one mark.	4

	<ul style="list-style-type: none"> • Fast track security/immigration (1) • Priority boarding (1) • Meet and greet (1) • Transfer options (1) • Airport lounge facilities (1) • Dedicated cabin crew (1) • On board facilities eg seat size/flat beds/Wi-Fi (1) • Quiet environment (1) <p>One mark each for any of the following expansion points to a maximum of 2 marks.</p> <p>Expansion points:</p> <ul style="list-style-type: none"> ○ will help the traveller save time on the trip (1) ○ will be less stressful for the traveller (1) ○ will help the traveller arrive refreshed/ready to work (1) ○ will allow the traveller to work on-board / peace and quiet/privacy on-board/space (1). 		
Q3	<p>a) State two types of booking options a Travel Management Company (TMC) could make available to business clients.</p> <p style="text-align: right;">(2 marks)</p> <p>b) Explain one benefit of one of the booking options stated in a).</p> <p style="text-align: right;">(2 marks)</p>		
Q3	Acceptable answer(s)	Guidance	Max mks
Q3	<p>a)</p> <p>1 mark each for any of the following, to a maximum of 2 marks:</p> <ul style="list-style-type: none"> • Corporate booking tools (CBT)/on-line/website (1). • Self-booking tools (SBT) (1). • Mobile app (1). • Phone/face to face <p>b)</p> <p>1 mark each for any of the following, to a maximum of 2 marks:</p> <p>Candidate responses must be linked to answers provided in part a) to demonstrate understanding.</p> <p>Corporate booking tools (CBT) /On-line/Website</p>		4

	<ul style="list-style-type: none"> • Choices are tailored to comply with policies (1) which gives the client control of travel management (1). • Traveller has control of booking (1) which ensures streamlining of the booking process (1). • No need to phone (1) this will save time (1). • The service costs less per transaction (1) which will allow clients to save money (1). <p>Self-booking tools (SBT)</p> <ul style="list-style-type: none"> • Choices are tailored to comply with policies (1) which gives the client control of travel management (1). • Traveller has control of booking (1) which ensures streamlining of the booking process (1); can fulfil personal preferences (1) • No need to phone (1) this will save time (1). • The service costs less per transaction (1) which will allow clients to save money (1). <p>Mobile app</p> <ul style="list-style-type: none"> • Choices are tailored to comply with policies (1) which gives the client control of travel management (1). • Traveller has control of booking (1) which ensures streamlining of the booking process (1). • No need to phone (1) this will save time (1). • The service costs less per transaction (1) which will allow clients to save money (1). • Can be used on the go (1) giving the traveller flexibility (1) <p>Phone/face to face</p> <ul style="list-style-type: none"> • Choices are tailored to comply with policies (1) which gives the client control of travel management (1). • Agent can cater for personal preferences/personalised service (1) • Knowledgeable staff saves time when making choices (1) • Creates good relationship/rapport (1) 		
Q4	Describe how the use of a specialist Travel Management Company (TMC) can benefit a company looking to reward their top executives.		
			(4 marks)
Q4	Acceptable answer(s)	Guidance	Max mks
Q4	1 mark each for any of the following, to a maximum of 2 marks for identification of benefits, up to a maximum of 4 marks:	Explanations which are used more than once	4

	<p>Benefits:</p> <ul style="list-style-type: none"> • Offer incentive travel (1) • Offer entertainment packages (1) • Put together reward trips (1) • Saves money (1) • Saves time (1) <p>Expansion points:</p> <ul style="list-style-type: none"> ○ as they will be familiar with the full range of products and packages available/have specialist knowledge (1) ○ as they will have access to packages not available on the open market (1) ○ as they will tailor make the booking to their clients' requirements (1) ○ as they will be able to provide economies of scale (1) ○ as they will provide a full service covering all components (1). 	must be capped at one mark.	
Q5	State four company travel policy requirements that need to be considered when booking client travel.		
			(4 marks)
Q5	Acceptable answer(s)	Guidance	Max mks
Q5	<p>1 mark each for any of the following, to a maximum of 4 marks:</p> <ul style="list-style-type: none"> • Follow approved classes of travel/accommodation. (1) • Use of recognised corporate suppliers. (1) • Use of agreed booking platforms. (1) • Use of corporate loyalty schemes. (1) • Apply rate caps. (1) • Follow correct authorisation procedures. (1) • Budget. (1) • H&S requirements specified by client. (1) 		4
Q6	Explain how an Account Manager can maintain relationships with corporate clients.		
			(6 marks)
Q6	Acceptable answer(s)	Guidance	Max mks
Q6	<p>1 mark each for any identification of ways to maintain relationships, to a maximum of 3 marks,</p>	Award one mark for any example given under	6

	<p>and one mark for each relevant expansion point, to a maximum of 6 marks:</p> <ul style="list-style-type: none"> • Carry out frequent visits/communicate with decision makers (1) <ul style="list-style-type: none"> ○ to build trust/create a rapport (1) ○ to identify additional needs/services that would be beneficial for the client (1). • Acting as a point of call (1) <ul style="list-style-type: none"> ○ ensuring difficulties/complaints are resolved (1) ○ ensuring customer service standards are upheld (1) ○ Ensuring SLA is complied with (1). • Produce regular reports analysing bookings (1) so savings/benefits can be highlighted (1). • Negotiate favourable terms with suppliers (1) to create positive outcomes for the client (1). 	positive outcome for the client.	
Q7	<p>Explain two reasons why it is important for a client to have a Service Level Agreement (SLA) with their Travel Management Company.</p>		(4 marks)
Q7	Acceptable answer(s)	Guidance	Max mks
Q7	<p>1 mark each for any of the following, to a maximum of 2 marks for identification of SLA contents, up to a maximum of 4 marks:</p> <ul style="list-style-type: none"> • Response time to telephone calls (1) so bookers are not kept waiting (1). • Hours of operation (1) which may include out of hours service (1) to assist travellers abroad (1). • Corporate and self-booking tools (1) which make transactions less expensive (1) and aid flexibility (1). • Number of choices offered when responding to a travel request (1) to maintain efficient booking process (1). • Monitoring of travel policy compliance (1) so deviations can be flagged (1). • MIS reports aid monitoring of expenditure (1) which highlights savings made (1). • Booking authorisation procedures (1) to ensure compliance with policies (1) • Important to clarify expectations (1) ensure the agreed quality of service is maintained (1) retain client loyalty (1). 		4

	<ul style="list-style-type: none"> Allocates responsibilities in case of service failure (1) to clarify expectations (1), resolve legal issues (1). 		
Q8	List four payment methods used to pay for accommodation. (4 marks)		
Q8	Acceptable answer(s)	Guidance	Max mks
Q8	1 mark each for any of the following, to a maximum of 4 marks: <ul style="list-style-type: none"> Invoice to a travel agent (1) Corporate credit card (1) Personal credit/debit card (1) Cash (1) TMC account (1) Advance payment (1). 		4
Q9	State four considerations to take into account when booking discounted airfares for clients. (4 marks)		
Q9	Acceptable answer(s)	Guidance	Max mks
Q9	1 mark each for any of the following, to a maximum of 4 marks: <ul style="list-style-type: none"> Availability of airline net fares. (1) Availability of web fares. (1) Availability of low cost carrier fares. (1) Advanced booking/purchase requirements. (1) Routing options. (1) Minimum/maximum stay requirements. (1) Amendment/refund restrictions. (1) Ticket issue. (1) Cost of additional services eg luggage, priority check-in, meals (1) Customer profile – specifies class of service which may not be available on discounted airfare/expectations (1) 		4
Q10	A client has requested accommodation for a delegate attending a conference. The delegate may also need to extend the booked accommodation for an extra night. Explain two rate considerations to take into account when meeting the brief. (4 marks)		
Q10	Acceptable answer(s)	Guidance	Max mks

Q10	<p>1 mark each for any of the following, with a maximum of 2 marks for identification of considerations, to a maximum of 4 marks:</p> <ul style="list-style-type: none"> • Check the hotel cancellation/amendment policies (1) as this may incur a charge if not complied with (1). • Non-refundable could be the cheapest (1) but the client risk paying for a room they do not use (1). • Rack rates are expensive (1) but these provide flexibility (1). • Check corporate/delegate rates (1) as these may offer savings (1). • Consider combining rates (1) such as non-refundable and rack rate (1) as these could provide the correct service at a good price (1). • Availability/price increase for extra night if not booked till later (1) 		4
Q11	<p>A Training Manager who works in a large company based in Edinburgh is travelling to central London for a meeting.</p> <p>Explain the factors to consider when booking business travel for this customer.</p> <p style="text-align: right;">(6 marks)</p>		
Q11	Acceptable answer(s)	Guidance	Max mks
Q11	<p>1 mark each for any of the following, to a maximum of 3 marks for identification of factors, up to a maximum of 6 marks:</p> <ul style="list-style-type: none"> • Location of client/destination (1) will indicate which mode of transport (1) is quicker/shorter (1) as flying vs train will take the same amount of time (1) and will take you to centre of London (1) • Consideration of any luggage/client disability/travel preference (1) as this may make the train a less desirable choice (1). • The timing of the meeting (1) <ul style="list-style-type: none"> - will determine whether a flight on the same day is possible (1) and if a hotel stay is required the night before or after (1) which would increase costs (1) - may limit the choice of same-day travel (1). • Traveller may require to work in transit (1) in which case the train would need to have Wi-Fi if required (1). 		6

	<ul style="list-style-type: none"> Company policy/profile/budget (1) may dictate the mode of transport or class of service (1). 		
Q12	<p>A Travel Management Company (TMC) has recently won the business of an expanding company that has a head office in New York. The business travellers currently make their own travel arrangements with their favourite airlines and hotels. They are reluctant to comply with the new policies and procedures offered by the TMC for booking travel and accommodation.</p> <p>Discuss the benefits of complying with the new policies and procedures.</p> <p style="text-align: right;">(12 marks)</p>		
Q11	Acceptable answer(s)	Guidance	Max mks
Q11	<p>Band 1 (1 - 4 marks) The response covers a limited range of benefits that should be considered. Benefits covered may not be realistic or well thought through. Limited understanding is demonstrated with little or no explanation offered. Discussion is not well developed or coherent. To access higher marks in the band the response demonstrates some consideration of benefits to the individual traveller.</p> <p>Band 2 (5 - 8 marks) The response covers the main range of benefits that should be considered. Benefits covered are realistic with some logic shown. A good level of understanding is demonstrated with some explanation of benefits offered. Discussion is well structured with some evidence supporting and justifying reasons. To access higher marks in the band the response demonstrates consideration and understanding of how it will benefit the company and the individual traveller with no links made.</p> <p>Band 3 (9 – 12 marks) The response covers a broad range of benefits considered. Benefits covered are realistic and logically presented. Depth of understanding is demonstrated with full explanations of benefits. Discussion is clear, coherent and comprehensive. To access higher marks in this band benefits are wide-ranging and topical. A clear understanding shown of the links between benefits to the company and individual traveller.</p>	<p>Indicative content:</p> <ul style="list-style-type: none"> Business Class Experience. Range of products and services. Benefits to the client, TMC or both of products and services offered by a TMC. Travel Policy. Self-booking tools. Supplier relationships. SLAs. Reports and Analysis. Out of hours and crisis management. Profiling – what it is and how it is used. Range of travel and accommodation options. Methods of payment. Travel itineraries. 	12