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4782-532 MARCH 2019
Level 3 Advanced Technical Diploma in Business Travel (450)
Level 3 Business Travel – Theory exam (1)

If provided, stick your candidate barcode label here.

Thursday 7 March 2019
09:30 – 11:30

Candidate name (first, last)

First

Last

Candidate enrolment number

Date of birth (DDMMYYYY)

Gender (M/F)

Assessment date (DDMMYYYY)

Centre number

Candidate signature and declaration*

- If additional answer sheets are used, enter the additional number of pages in this box. 0 0
- Before taking the examination, **all candidates** must check that their barcode label is in the appropriate box. Incorrectly placed barcodes may cause delays in the marking process.
- Please ensure that you staple additional answer sheets to the **back** of this answer booklet, clearly labelling these with your full name, enrolment number, centre number and qualification number in BLOCK CAPITALS.
- All candidates need to use a **black/blue** pen. **Do not** use a pencil or gel pen, unless otherwise instructed.
- If provided with source documents, these documents **will not** be returned to City & Guilds, and will be shredded. Do not write on the source documents.

***I declare that I had no prior knowledge of the questions in this examination and that I will not divulge to any person any information about the questions.**

You should have the following for this examination
- a pen with blue or black ink

General instructions
- Use black or blue ball-point pen.
- The marks for questions are shown in brackets.
- This examination contains **11** questions. Answer **all** questions.
- Answer the questions in the spaces provided. Answers written in margins or on blank pages will **not** be marked.
- Cross through any work you do not want to be marked.

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1 State **four** criteria used to select appropriate products for business travellers based on their requirements. (4 marks)

2 a) State **two** components of MICE. (2 marks)

b) Explain **two** benefits to a Travel Management Company that is looking to expand into MICE. (4 marks)

3 Explain **three** techniques a Travel Consultant should use in order to sell additional products and services to business travellers. (6 marks)

4 Explain one benefit of **each** of the following charging methods:

a) transaction fees (2 marks)

b) management fees. (2 marks)

5 State **four** external factors that could cause disruption to a business traveller's itinerary. (4 marks)

6 Explain the benefits that an Account Manager can bring to a business client. (6 marks)

7 State **four** pieces of traveller information included in a customer profile. (4 marks)

8 A client has requested rail travel for departmental managers from across the country travelling to Birmingham for an afternoon meeting, but returning the same day.

Explain **three** factors to consider when meeting the client's brief. (6 marks)

9 A travel consultant is booking direct flights for a client. The departure and arrival times are given in local time but the traveller wants to know the flying time.

Calculate the flying time for **each** of the following flights to include your calculations.

a) Departing Manchester (MAN) GMT 1015
Arriving New York (JFK) GMT -5 1335 (2 marks)

b) Departing London (LHR) GMT 1310
Arriving Tokyo (NRT) GMT +9 1035+1 (2 marks)

10 Explain the reasons why it is important to present business travellers with detailed information regarding their accommodation options. (4 marks)

11 A Travel Management Company has been invited to pitch for the business of a luxury fashion brand in the UK. The Account Manager will be presenting this pitch to the company's Directors and the most frequent travellers.

Discuss the content the Account Manager could consider for their pitch. (12 marks)

End of examination