



TECHNICAL UNIVERSITY OF MOMBASA
Faculty of Business & Social Studies
DEPARTMENT OF HOSPITALITY & TOURISM

UNIVERSITY EXAMINATIONS FOR DEGREE IN
BACHELOR OF TECHNOLOGY IN HOTEL AND HOSPITALITY MANAGEMENT

BMK 4240: PRINCIPLES OF HOSPITALITY MARKTING

SPECIAL/SUPPLEMENTARY EXAMINATIONS

SERIES: MARCH 2015

TIME: 2 HOURS

INSTRUCTIONS:

- Answer question **ONE (Compulsory)** in Section **A** and any other **TWO** questions in Section **B**.

This paper consists of Two printed pages

SECTION A (Compulsory)

QUESTION 1

- a) Using the GAPS/SERVQUAL Model; identify and describe the **FIVE** service gaps that may occur in a hospitality/tourism organization. **(20 marks)**
- b) Describe the dimensions/attributes considered essential in customers' evaluations of service quality. **(5 marks)**

SECTION B (Answer any TWO questions)

QUESTION 2

Discuss the concept of 'customer profitability/segmentation' from the company's point of view.

(5 marks)

QUESTION 3

Discuss the influence of the following factors on the buying behaviour of a vacation seeker;

- a) Perception
- b) Motivation **(15 marks)**

QUESTION 4

- a) Describe the **FIVE** key processes involved in a Customer Relationship Management (CRM) strategy. **(8 marks)**
- b) Describe a firm's relationship with customers may evolve over time. **(7 marks)**

QUESTION 5

Discuss the factors to consider when setting prices in hospitality organizations. **(15 marks)**