



**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*

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**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)**