



**TECHNICAL UNIVERSITY OF MOMBASA**  
***Faculty of Business & Social Studies***

DEPARTMENT OF HOSPITALITY & TOURISM

DIPLOMA IN TOURISM MANAGEMENT  
(DTM)

**BMK 2330: HOSPITALITY MARKETING**

SPECIAL/SUPPLEMENTARY EXAMINATIONS

**SERIES: FEBRUARY 2015**

**TIME: 2 HOURS**

**INSTRUCTIONS:**

- This paper consists of Sections **A** and **B**.
- Section **A** is **Compulsory**. Answer any **TWO** questions in Section **B**.
- Mobile phones are not allowed into the examination room.
- Cheating leads to disqualification.
- *This paper consists of Two printed pages.*

## SECTION A (Compulsory) 30 Marks

### QUESTION 1

- a) Explain the following terms:
- i) Marketing
  - ii) Marketer
  - iii) Negative demand
  - iv) Markets
  - v) Irregular demand (10 marks)
- b) Outline the **FIVE** marketing philosophies under which organizations design and carry out their marketing strategies. (10 marks)
- c) State and briefly explain **FIVE** uncontrollable environmental factors that an organization must critically examine before making investment decisions. (10 marks)

## SECTION B (Answer any TWO questions) 40 Marks

### QUESTION 2

- a) Define marketing information systems and explain its role in tourism and hospitality business in today's world. (6 marks)
- b) Explain controllable factors that an hospitality organization should consider as important in carrying out its business decisions. (10 marks)
- c) Give **FOUR** variables considered in demographic factors of market segmentation. (4 marks)

### QUESTION 3

Give and clearly elaborate **FOUR** reasons why an organization should carry out environmental scanning. (20 marks)

### QUESTION 4

Define the term marketing research and elaborate **FIVE** steps in its execution. (20 marks)

### QUESTION 5

Explain in details the **FIVE** stage model of consumer buying process. (20 marks)