



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

UNIVERSITY EXAMINATIONS FOR DEGREE IN
BACHELOR OF SCIENCE IN TOURISM MANAGEMENT

BMK 4101: PRINCIPLES OF TOURISM MARKETING

END OF SEMESTER EXAMINATIONS

SERIES: APRIL 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) Define the following terms as used in marketing:
- i) Value
 - ii) Satisfaction
 - iii) Offering
 - iv) Exchange
 - v) Transaction
- (10 marks)**
- b) “Segmentation is at the heart of marketing strategy”. Explain the importance of market segmentation. **(10 marks)**
- c) Highlight any **FIVE** bases for segmenting markets in hospitality and tourism. **(10 marks)**

SECTION B (Answer any TWO questions)

QUESTION 2

“Hospitality as a service has unique characteristics that pose a challenge to marketers”. Discuss.

(20 marks)

QUESTION 3

Using the 7Ps of services marketing, give a brief explanation of how each one applies to the airline industry.

(20 marks)

QUESTION 4

Discuss the external environment trends that will shape the business of hospitality and tourism in the coming decade.

(20 marks)

QUESTION 5

Explain the marketing concepts which have characterized the lead to the use of a fully integrated marketing approach in the modern time.

(20 marks)