



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 4240: TOURISM SERVICES 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) Discuss the forces behind the evolution and growth of the services sector globally. **(20 marks)**
- b) Highlight any **FOUR** differences between goods and services. **(10 marks)**

SECTION B (Answer any TWO questions)

QUESTION 2

Illustrate the various strategies that an organization can use to reduce the gap between customer expectations and company perceptions of customer expectations (listening gap). **(20 marks)**

QUESTION 3

Explain the role played by physical evidence in service firms.

(20 marks)

QUESTION 4

Discuss how the following groups will benefit from an effective relationship marketing:

a) Customers.

(10 marks)

b) Firms.

(10 marks)

QUESTION 5

Assess the various strategies that a hospitality or tourism firm can employ to enhance customer participation in service delivery.

(20 marks)