



TECHNICAL UNIVERSITY OF MOMBASA

SCHOOL OF HUMANITIES AND SOCIAL SCIENCES

DEPARTMENT OF HOSPITALITY & TOURISM MANAGEMENT

UNIVERSITY EXAMINATION FOR THE DEGREE OF:

BACHELOR OF SCIENCE IN TOURISM MANAGEMENT (BSTM S16)

BMK 4101: PRINCIPLES OF MARKETING

SPECIAL SUPPLEMENTARY EXAMINATION

SERIES: SEPT. 2017

TIME: 2 HOURS

DATE: 19 Sep 2017

Instructions to Candidates

You should have the following for this examination

-Answer Booklet, examination pass and student ID

This paper consists of **FIVE** questions. Attempt question ONE (Compulsory) and any other **TWO** questions.

Do not write on the question paper.

SECTION A (Answer all the questions)

30 POINTS

QUESTION ONE

- a) Define the term market (2marks)
- b) Using examples, distinguish between selling and marketing (4marks)
- c) Evaluate the nature of services (12marks)
- d) Discuss the service triangle and its relevance to a tourism business (12 marks)

SECTION B (Answer only TWO questions)

QUESTION TWO

- a) Outline five ways of achieving customer satisfaction. (5 marks)
- b) Analyze the evolution of marketing (15 Marks)

QUESTION THREE

- a) Evaluate the need for new product development in the tourism industry (10 Marks)

- b) Assess the marketing implications on the various stages of a tourism product life cycle (10 Marks)

QUESTION FOUR

- a) Examine attributes of a successful competitive differentiated tourism product (10 marks)
- b) Explain five pricing strategies that can be used in establishing a competitive advantage (10 marks)

QUESTION FIVE

Identify five types of social media marketing and discuss how they can be used in tourism product marketing

(20 Marks)