



# TECHNICAL UNIVERSITY OF MOMBASA

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SCHOOL OF HUMANITIES AND SOCIAL SCIENCES  
DEPARTMENT OF HOSPITALITY & TOURISM MANAGEMENT

**UNIVERSITY EXAMINATION FOR THE:**  
DIPLOMA IN HOTEL AND INSTITUTIONAL MANAGEMENT  
(DHIM M15/S15)

BMK 2330: HOSPITALITY MARKETING  
SPECIAL SUPPLEMENTARY EXAMINATION

**SERIES: SEPT. 2017**

**TIME: 2 HOURS**

**DATE:** Pick Date 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 Choose instruction.

**Do not write on the question paper.**

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## **SECTION A (Answer all the questions) 30 POINTS**

### QUESTION ONE

a) Differentiate the following terms as used in marketing;

i) Target Markets and market segmentation

ii) Market place and market space

iii) Marketers and prospects

iv) Exchange and transaction

v) Value and Satisfaction

(15 marks)

b) Explain the consumer purchase process in hospitality

(15 marks)

SECTION B (Answer only TWO questions)

QUESTION TWO

Explain how a tourist class hotel should deal with the intangibility, inseparability, variability, and perishability of the service it provides. Give specific examples to support your conclusions.

(20 marks)

QUESTION THREE

Analyze five marketing concepts which organizations can use to conduct their marketing activities.

(20 marks)

QUESTION FOUR

Discuss the different bases that can be used to conduct market segmentation by a tourist class hotel

(20 marks)

QUESTION FIVE

Discuss the current trends that will shape the future of marketing in hospitality

(20 marks)