



TECHNICAL UNIVERSITY OF MOMBASA

SCHOOL OF HUMANITIES AND SOCIAL SCIENCES

DEPARTMENT OF HOSPITALITY & TOURISM MANAGEMENT

UNIVERSITY EXAMINATION FOR THE:

DIPLOMA IN TOURISM MANAGEMENT (DTM S18)

BMK2230: TOURISM MARKETING

END OF SEMESTER EXAMINATION

SERIES: AUGUST 2019

TIME: 2 HOURS

DATE: Pick Date Aug 2019

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.

SECTION A (Answer all the questions)

30 POINTS

QUESTION ONE

- a) Define the following terms used in tourism marketing studies 10 marks
- I. Marketing
 - II. Service encounter
 - III. Interactive marketing
 - IV. Relationship marketing
 - V. Societal marketing
- a) Define Marketing Mix and outline the traditional components of service marketing mix (10 mks)
- b) Explain **five** variables influencing consumer behavior in consumption of tourism services. (10 mks)

SECTION B (Answer only TWO questions)

QUESTION TWO

- a) Service employees are required to perform varied roles in organizations. Using relevant examples discuss some roles that employees who are involved in the service production process are required to perform.(12 mks)
- b) Describe the options that are open to customers when they experience a service failure. 8 marks

QUESTION THREE

Describe the factors related to manpower which may influence Service quality in tourism and travel enterprises.
20 marks

QUESTION FOUR

Problems in tourism firms may be due to internal forces or external forces. Discuss quality tools for monitoring service quality and determining the root cause of specific problems that upset customers in organizations offering hospitality services
20 marks

QUESTION FIVE

Discuss Consumer grievance handling strategies that may be implemented to make a tourism firm recover adequately in its endeavor of providing quality hospitality services.
20 marks