



TECHNICAL UNIVERSITY OF MOMBASA

SCHOOL OF HUMANITIES AND SOCIAL SCIENCES

DEPARTMENT OF HOSPITALITY & TOURISM MANAGEMENT

UNIVERSITY EXAMINATION FOR THE:

DIPLOMA IN HOTEL AND INSTITUTIONAL MANAGEMENT (DTMS18)

Type unit code: **BMK 2330 TOURISM / HOSPITALITY 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 as used in tourism marketing (10 marks)
- i. Product life cycle
 - ii. Market penetration
 - iii. Perception
 - iv. Attitude
 - v. Interactive marketing
 - vi. Relationship marketing
- b) Explain five product strategies available to a service firm? (10 marks)
- c) Outline the three stages in the purchase process for services. (10 marks)

SECTION B (Answer only TWO questions)

QUESTION TWO

- a) Analyze the relevance of the life cycle concept to service products (10 marks)
- b) Describe five components of services (10 marks)

QUESTION THREE

- a) Using examples, explain the rationale of including 'physical evidence' in the marketing of service (10 marks)
- b) Examine five guidelines for effective service recovery system (10 marks)

QUESTION FOUR

Discuss the different elements of service design system (20 marks)

QUESTION FIVE

- a) Internal marketing is a philosophy of managing personnel and developing and enhancing a service culture systematically. Analyze the activities of internal marketing that should promote service mindedness and customer orientation. (10 marks)
- b) Examine the significance of relationship marketing to a tourism and hospitality business (10 marks)