



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 4140: PRINCIPLES OF TOURISM MARKETING

END OF SEMESTER EXAMINATIONS

SERIES: APRIL 2014

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) Differentiate the following terms as used in marketing:
 - i) Target market and market segmentation
 - ii) Market place and market space.
 - iii) Marketers and prospects.
 - iv) Needs, wants and demands.
 - v) Value and satisfaction. (10 marks)

- b) Explain the elements of a company's microenvironment and how they affect its marketing strategies. (12 marks)

- c) Explain the advantages of using the internet as a channel of distribution in hospitality and tourism industry. **(8 marks)**

SECTION B (Answer any TWO questions)

QUESTION 2

- a) Illustrate how a hotel, restaurant, or Coach Company can deal with the intangibility, variability, inseparability and perishability of the service it provides. Give specific examples. **(10 marks)**
- b) Applying the concept of product life cycle to a tourist destination, explain the strategies it (the destination management) can use to keep that product from going into the decline stage. **(10 marks)**

QUESTION 3

Discuss the factors that affect consumer behaviour in tourism. **(20 marks)**

QUESTION 4

Describe the following marketing philosophies:

- a) Production concept.
- b) Product concept
- c) Selling product
- d) Customer concept
- e) Societal marketing concept. **(20 marks)**

QUESTION 5

“A hospitality establishment applying the marketing concept integrates all activities that will affect the customer satisfaction”. Analyze this statement using the marketing mix elements. **(20 marks)**