



TECHNICAL UNIVERSITY OF MOMBASA

School of Humanities and Social Sciences

Department of HOSPITALITY & Tourism MANAGEMENT

UNIVERSITY EXAMINATION FOR THE: DIPLOMA IN TOURISM MANAGEMENT (S23)

BMK 2330: TOURISM MARKETING

SUP/ SPEC EXAMINATION

SERIES: JULY 2025

TIME: 2 HOURS

DATE: ~~Pick Date~~ Dec 2024

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) Identify and explain FIVE challenges faced by marketers of the Kenya's tourism product. (10 marks)

- b) Explain FIVE roles performed by a marketing officer in the Ministry of Tourism in Kenya. (10 marks)

- c) Discuss the elements of the marketing mix for a given tourism product. (10 marks)

SECTION B (Answer only TWO questions)

QUESTION TWO

- a) Describe the process of observed in the development of a new tourism product. (15 marks)
- b) Enumerate FIVE factors that may attribute to the failure of a new product. (5 marks)

QUESTION THREE

- a) Discuss any FIVE variables upon which Tourism markets can be segmented. (15 marks)
- b) Explain FIVE benefits derived by a tourism firm by segmenting its tourist's markets. (5 marks)

QUESTION FOUR

- a) Discuss any FIVE external factors that may affect the operations of a tour company within its business environment. (15 marks)
- b) Explain FIVE reasons for the need to analyze the business environment by a tourism marketer. (5 marks)

QUESTION FIVE

- a) With the aid of a well labelled diagram, describe the stages of the product life cycle that a tourism product is expected to go through. (15 marks)
- b) Suggest FIVE possible strategies that a tourism business might use to extend the lifecycle. (5 marks)