



TECHNICAL UNIVERSITY OF MOMBASA

School of Humanities and Social Sciences

Department of HOSPITALITY & Tourism MANAGEMENT

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

BMK 2330: TOURISM MARKETING

END OF SEMESTER EXAMINATION

SERIES: DECEMBER 2024

TIME:2HOURS

DATE:Pick DateDec2024

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) Explain FIVE benefits that the marketing department offers to a tour company. (10 marks)

- b) Describe the FIVE phases in the marketing process detailing the activities in each stage. (10 marks)

- c) Explain any FIVE unique features of the tourism products and services which a tour operator should be conversant with for effective marketing. (10 marks)

SECTION B (Answer only TWO questions)

QUESTION TWO

- a) As the new marketing manager of the African Tours, you are required to provide a breakdown of any FIVE potential pricing strategies that can be implemented by the company. Elucidate. (10 marks)
- b) Explain any FIVE factors affecting the pricing of tourism products. (10 marks)

QUESTION THREE

- a) Marketing research is a key tool for success of tour company. Describe the marketing research process. (15 marks)
- b) Enumerate FIVE areas of application of marketing research to a tourism firm. (5 marks)

QUESTION FOUR

- a) Discuss any FIVE channels of distribution used in tourism business. (15 marks)
- b) List FIVE factors determining the selection of the channels discussed in section (a) above. (5 marks)

QUESTION FIVE

- a) Describe the consumer buying process in the context of the hospitality and tourism industry. (15 marks)
- b) Briefly explain FIVE factors influencing tourists' buying behavior. (5 marks)