



TECHNICAL UNIVERSITY OF MOMBASA

School of Humanities and Social Sciences

Department of HOSPITALITY & Tourism MANAGEMENT

UNIVERSITY EXAMINATION FOR THE:
DIPLOMA IN CATERING AND ACCOMMODATION MANAGEMENT
(DCAM J23)

BMK 2330: HOSPITALITY MARKETING

SUP/SPEC EXAMINATION

SERIES: JULY 2025

TIME: 2 HOURS

DATE: Pick Date Apr 2025

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) Discuss the evolution of marketing concept through the five orientations. (10 marks)

- b) Discuss five major differences between goods and services. (10 marks)

- c) List and explain the Five main types of risks which a tourist may experience while purchasing a holiday. (10 marks)

SECTION B (Answer only TWO questions)

QUESTION TWO

- a) Describe the marketing research process. (15 marks)
- b) Explain five benefits of the above process to hospitality firms. (5 marks)

QUESTION THREE

- a) Describe the consumer decision making process for the choice of a tourism destination. (10 marks)
- b) Explain five Factors influencing consumers' behavior in service marketing. (10 marks)

QUESTION FOUR

Marketing practice takes a task role in an organization. In view of the above statement, explain the following:

- a) Five marketing objectives ABC chain of hotels. (10 marks)
- b) The circumstances that are likely to make an organization design and develop new products for its target market. (10 marks)

QUESTION FIVE

- a) Critically examine the concept of the “marketing promotional mix” (10 marks)
- b) Outline the factors that influence the distribution channels that a hotel can use to distribute its holiday packages globally. (10 marks)