TECHNICAL UNIVERSITY OF MOMBASA

SCHOOL OF HUMANITIES AND SOCIAL SCIENCES

DEPARTMENT OF HOSPITALITY & TOURISM MANAGEMENT

UNIVERSITY EXAMINATION FOR THE DEGREE OF:

BACHELOR OF TECHNOLOGY IN HOSPITALITY MANAGEMENT&

BACHELOR OF SCIENCE IN TOURISM MANAGEMENT (BTHMS23 & BSTMS24)

HHH4210/HHT4106: PRINCIPLES OF TOURISM &HOSPITALITY MARKETING

END OF SEMESTER EXAMINATION

SERIES: APRIL 2025

TIME:2HOURS

DATE: Pick DateAPR2025

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)) Highlight Five primary objectives of marketing as a function in an organization 10 marks

b) Differentiate two types of buying motives that influence consumer behaviors 10 marks

c) Analyze FIVE conditions essential for effective market segmentation (10 marks

SECTION B (Answer only TWO questions)

QUESTION TWO

a) Describe internal and external factors that influence price setting in an organization 10 marks.

b) Explain factors governing the selection of advertising media for an enterprise 10marks

QUESTION THREE

a) Explain six various kinds of pricing methods that can be applied when pricing hospitality services. 12marks

b) Analyze four possible reasons for product failure 8 marks

QUESTION FOUR

a) Describe the steps that a marketing manager should follow in positioning a product 1 0 marks

b) As a Product line executive, you will have to take several product line decisions including changing the composition of the product line by adding or deleting products. Briefly explain five factors that a product line manager will consider before taking any Product line decisions. 10 marks

QUESTION FIVE

a) Explain Six micro environmental that may affect a firm's ability to serve its customers 12 marks

b) Explain 4 Functions of Personal Selling 8 marks