



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: JULY 2025

TIME: 2 HOURS

DATE: Pick Date JUL 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 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

- Analyze five Impacts of digital transformation and emerging technologies on the marketing of hospitality services (10 marks)
- Explain five factors to consider in choosing a distribution system for tourism related products (10 marks)
- Describe the consumer buying process and consumer adoption process. (10 marks)

SECTION B (Answer only TWO questions)

QUESTION TWO

- a) Explain 5 negative effects of marketing activities on the society (10 marks)
- b) Highlight five different marketing management philosophies (10 mark)

QUESTION THREE

- a) Identify and explain Five elements of a good marketing information system (10 marks)
- b) Marketing research is very comprehensive and covers identification of consumer need and evaluation of consumer satisfaction. Analyze the broad area of application which indicate, the scope of marketing research. (10 marks)

QUESTION FOUR

- a) Products are like living organisms, they are “born, live and die” With illustrations, discuss this statement, highlighting the relevance of these stages as regards tourism and hospitality products. (10 marks)
- b) Using relevant examples, explain how micro-marketing environment influence marketing activities of a tourism and hospitality enterprise. (10 marks)

QUESTION FIVE

- a) In business and engineering, new product development (NPD) is the term used to describe the complete process of bringing a new product to market. Discuss these steps. (10 marks)
- b) Explain five product-market factors that influence promotion mix of any hospitality products and services. (10 marks)