



TECHNICAL UNIVERSITY OF MOMBASA

School of Humanities and Social Sciences

Department of HOSPITALITY & Tourism MANAGEMENT

UNIVERSITY EXAMINATION FOR THE DEGREE OF: BACHELOR OF SCIENCE IN TOURISM MANAGEMENT (BSTM S23)

HHT 4206: CONSUMER BEHAVIOUR

END OF SEMESTER EXAMINATION PAPER ONE

SERIES: DECEMBER 2024

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

- Enumerate three benefits of studying consumer behaviour. (3mks)
- Distinguish between complex buyer behaviour and habitual buyer behaviour. (4mks)
- Describe five factors that facilitate speedy adoption of a new innovation. (5mks)
- Explain five psychological factors that may influence consumer behaviour. (5mks)
- Highlight five dimensions of service quality that influence consumer behaviour. (5mks)
- Describe four product levels in tourism and hospitality. (4mks)
- Identify four market segmentation variables in tourism and hospitality. (4mks)

SECTION B (Answer only TWO questions)

40 POINTS

QUESTION TWO (20mks)

- Using your understanding of consumer behaviour, critically examine the five roles of the Macro Environment forces in influencing consumer behavior in tourism. (10mks)
- Discuss five marketing concepts that determine marketing strategies by tour operators. (10mks)

QUESTION THREE (20mks)

- i. Using relevant examples discuss five approaches to the study of consumer behaviour. (10mks)
- ii. Discuss the buying decision process the family must undergo in buying a holiday package. (10mks)

QUESTION FOUR (20mks)

- i. Describe five positioning strategies that a marketing manager in a tour firm can use. (10mks)
- ii. Explain five product's characteristics that influence the rate of acceptance of a new product. (10mks)

QUESTION FIVE (20mks)

- i. Explain six features of consumer behaviour in tourism and hospitality. (12mks)
- ii. Describe four types of consumer behaviour in tourism and hospitality sector. (8mks)