



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 TWO

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

- a. Differentiate consumer behaviour and buying behaviour in tourism. (4mks)
- b. Enumerate four benefits of studying consumer behaviour. (4mks)
- c. Write brief notes on the Economic Man approach to the study of consumer behaviour. (5mks)
- d. Distinguish between complex buyer behaviour and habitual buyer behaviour. (4mks)
- e. Explain five personal factors that may influence consumer behaviour. (5mks)
- f. Highlight four critical requirements for an effective market segmentation. (4mks)
- g. Describe two types of consumer involvement in tourism and hospitality. (4mks)

SECTION B (Answer only TWO questions)

40 POINTS

QUESTION TWO (20mks)

- i. Describe seven steps involved in a market research process in the tourism sector. (14mks)
- ii. Explain six desirable qualities of a brand name for a tourism and hospitality establishment. (6mks)

QUESTION THREE (20mks)

- i. Describe five factors that facilitate speedy adoption of a new innovation among tour firms. (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. Discuss five marketing orientations that determine marketing strategies by tour operators. (10mks)

QUESTION FIVE (20mks)

- i. Describe five basis of differentiating competitive advantages in the tourism sector. (10mks)
- ii. Explain five attributes of consumer behaviour in tourism and hospitality. (10mks)