



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 HOTEL AND HOSPITALITY
MANAGEMENT (BTHMA21/BTHMS22/BSTMS22)
HHT 4303: TOURISM AND HOSPITALITY SERVICE MARKETING
END OF SEMESTER EXAMINATION
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 Choose instruction.

Do not write on the question paper.

SECTION A (Answer all the questions)

30 POINTS

QUESTION ONE

- a) Using relevant examples, Justify the modern day growth of service sector 12 marks
- b) Discuss 3 characteristics that service providers should meet in order to maximize the benefit of a brand.

6 marks

- c) Describe six basic guidelines that may help to design effective advertising programs capable of encouraging consumption of services. 12 marks

SECTION B (Answer only TWO questions)

QUESTION TWO

- a) Analyse **FIVE** pricing tactics that may be used to sell services 15 marks
- b) Outline FIVE key areas of service quality and their respective components 5 marks

QUESTION THREE

- a) The intangible nature of services means that it is often quite easy to produce slight variants of an existing service .With the aid of appropriate examples, Discuss FIVE basic classifications of new services. 10 marks
- b) Analyse practical suggestions for optimizing productivity that can be deployed to address productivity challenges in service organizations. 10 marks

QUESTION FOUR

- a) Identify and Explain the three separate stages that customers of services go through to meet unfulfilled needs. 12 marks
- b)A service company may need to widen its product mix in order to remain competitive in the phase of declining demand for its principal service line. Analyze product strategies that are available to a service 8 marks

QUESTION FIVE

- a) Discuss 5 variables that influence service consumer behaviors. 10 marks
- b) Define interactive marketing 2 marks
- c) Discus FOUR interacting points from the point of view of a service consumer 8 marks