



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)**

UNIT CODE: HHT 4303: UNIT NAME: SERVICE MARKETING

END OF SEMESTER EXAMINATION

SERIES: JULY 2025

TIME:2HOURS

DATE:Pick Date **JULY 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)

QUESTION ONE

Marketing of the service product is far much complicated than other kinds of products.

- a) Describe the characteristics that make the service product unique from goods (15 Marks)
- b) Discuss the marketing mix elements for hospitality products (15 Marks)

SECTION B (Answer only TWO questions)

QUESTION TWO

Pricing of services is an important element for hospitality marketers.

- a) Using examples, explain any four pricing strategies that marketers may use. (12 marks)

(b) Giving reasons, highlight which of the pricing strategies discussed might be most appropriate for a new hotel product. (8 marks)

QUESTION THREE

a)Market segmentation is an important process for marketers as service companies can not serve the needs of each and every customer. Describe the factors that marketers use in the segmentation process. (10 marks)

b)Discuss FIVE guidelines for the effective service recovery system 10 marks

QUESTION FOUR

To successfully market a product, the service company must understand its external environment. Explain, using examples in the hospitality industry:

- a) the macro environment factors that affect the marketing of hospitality and tourism products (10 marks)
- b) the micro environment factors which affect marketing of hospitality and tourism products (10 marks)

QUESTION FIVE

Using a diagram, explain the stages of the service product life cycle and the measures you will put in place as a marketer to monitor the progress . (20 Marks)