



TECHNICAL UNIVERSITY OF MOMBASA

Faculty of Business & Social Studies

DEPARTMENT OF HOSPITALITY & TOURISM

DIPLOMA IN HOTEL MANAGEMENT

(DHM J12)

BMK 2230: HOSPITALITY MARKETING

SUPPLEMENTARY/SPECIAL EXAMINATIONS

SERIES: JULY 2013

TIME: 2 HOURS

INSTRUCTIONS:

- This paper consists of Sections **A** and **B**.
- Section **A** is **Compulsory**.
- Answer any **TWO** questions in Section **B**.
- ***This paper consists of Two printed pages.***

SECTION A (Compulsory) 30 Marks

QUESTION 1

- a) Explain the term marketing mix. **(2 marks)**
- b) List and explain the **SEVEN P's** of hospitality and tourism marketing. **(14 marks)**
- c) Identify **FOUR** types of pricing strategy used in hospitality establishment. **(4 marks)**
- d) A current trend in modern marketing is social networking sites. Explain how businesses in the hospitality and tourism industry can use such sites to achieve their marketing objectives. **(10 marks)**

SECTION B (Answer any **TWO** questions) **40 Marks**

QUESTION 2

Name and explain **FIVE** philosophies (concepts) of marketing which have characterized the law to the use of a fully integrated marketing approach in the modern time. **(20 marks)**

QUESTION 3

- a) Name and describe the different product levels that may exist for a leading hotel explain how as a manager you will use them to create a competitive edge for your establishment. **(10 marks)**
- b) Discuss the **FOUR** major types of risk which a tourist may experience while purchasing a tourism service/product. **(10 marks)**

QUESTION 4

- a) Outline the various bases used to do market segmentation in tourism. **(10 marks)**
- b) Highlight the characteristics of a good market segment. **(10 marks)**

QUESTION 5

“Tourism as a service has unique characteristics that pose challenges to marketers”. Discuss. **(20 marks)**