



THE MOMBASA POLYTECHNIC UNIVERSITY COLLEGE

Faculty of Business & Social Studies

DEPARTMENT OF HOSPITALITY & TOURISM

DIPLOMA IN TOURISM MANAGEMENT

(DTM J08)

HOSPITALITY MARKETING

END OF SEMESTER EXAMS

SERIES: APRIL, 2010

TIME: 2 HOURS

INSTRUCTIONS TO CANDIDATES

1. The paper consists of **TWO** Sections **A** and **B**.
2. Section **A** is compulsory. Answer **ALL** questions.
3. Answer any **TWO** questions from Section **B**.

SECTION A (Answer **ALL** questions)

- Q.1 (a) Discuss the evolution of marketing concept. (10 marks)
- (b) With an aid of a diagram explain the concept of product life cycle and its application in the tourism industry. (10 marks)
- (c) (i) Define the term “brand” and outline its importance in tourism and hospitality. (4 marks)
- (ii) Describe any **THREE** brand categories that can be applied in tourism and hospitality businesses. (6 marks)

SECTION B

Answer any **TWO** questions from this Section.

- Q.2 (a) Discuss the major difference between goods and services. (10 marks)
- (b) Explain any **FIVE** price determinants in tourism and hospitality products/services. (10 marks)
- Q.3 Critically analyse the application of the marketing promotion mix elements used in hospitality and tourism. (20 marks)
- Q.4 (a) List and explain the **FOUR** main types of risks which a tourist may experience while purchasing a holiday. (10 marks)
- (b) Discuss the various ways that can be used to reduce the risks in (a) above. (10 marks)
- Q.5 Discuss the benefits and limitations of market segmentation in tourism and hospitality. (20 marks)