



# TECHNICAL UNIVERSITY OF MOMBASA

## *Faculty of Business & Social Studies*

DEPARTMENT OF HOSPITALITY & TOURISM

UNIVERSITY EXAMINATIONS FOR DEGREE IN  
BACHELOR OF SCIENCE IN TOURISM MANAGEMENT

### **BMK 4240: TOURISM & HOSPITALITY SERVICES MARKETING**

END OF SEMESTER EXAMINATIONS

**SERIES:** APRIL 2013

**TIME:** 2 HOURS

#### **INSTRUCTIONS:**

- Answer question **ONE (Compulsory)** in Section **A** and any other **TWO** questions in Section B.

***This paper consists of Two printed pages***

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#### **SECTION A (Compulsory)**

##### **QUESTION 1**

Successful marketing requires planning and careful execution; hence creating a marketing plan is essential. **(30 marks)**

- a) Describe the purposes of a marketing plan. **(5 marks)**
- b) Discuss the criteria of an effective mission statement. **(5 marks)**
- c) Highlight the various strategies for: **(20 marks)**
  - i) New product pricing
  - ii) Advertising and promotion

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

**QUESTION 2**

Service culture can also be seen as an organizational culture that supports customers service through policies, procedure, rewards systems and action. Discuss the keys to creating customer service culture and how they apply to the hospitality industry. **(20 marks)**

**QUESTION 3**

Discuss how a hotel, restaurant or tourist service providers can deal with the defining characteristics of service. **(20 marks)**

**QUESTION 4**

“Managers have **TWO** major options for matching capacity with demand: change capacity or change demand”. With this in mind, discuss the actions managers can take to adjust to short-term capacity. **(20 marks)**

**QUESTION 5**

When marketing hospitality and tourism, name and describe using industry related examples the **FIVE** marketing management philosophies under which organizations conduct their service marketing activities. **(20 marks)**