



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: DECEMBER 2013

TIME: 2 HOURS

INSTRUCTIONS:

- Answer all questions in Section **A** and any other **TWO** questions in Section B.
- Switch off your mobile phones.
- Cheating leads to disqualification

This paper consists of Two printed pages

SECTION A (Compulsory)

QUESTION 1

With the help of the SERVQUAL model; which you will draw; discuss the potential gaps in hospitality service. **(30 marks)**

QUESTION 2

Service culture can also be seen as an organizational culture that support, customer service through policies, procedure, rewards systems and actions. Discuss how a service culture can be established in the hospitality industry **(20 marks)**

QUESTION 3

Choose two hospitality or travel service ‘product’ examples you are familiar with and discuss the views and benefits of service quality. **(20 marks)**

QUESTION 4

In an ideal situation, managers simply expand capacity to meet demand. However, during a city convention, a hotel may receive requests for rooms that exceed its capacity. With this in mind, discuss the strategies used for managing demand. **(20 marks)**

QUESTION 5

‘Service marketing is the process of making an intangible product into an experience that the customer will value or benefit from’

- a) Discuss the importance of service marketing.
- b) Discuss the elements of the marketing mix.

(10 marks)
(10marks)