



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 : PRINCIPLES OF TOURISM MARKETING

END OF SEMESTER EXAMINATIONS

SERIES: DECEMBER 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

SECTION A (Compulsory)

QUESTION 1

- a) Outline the basic differences between goods and services. **(10 marks)**
- b) Describe the FIVE characteristics of services and highlight their marketing implications. **(20 marks)**

SECTION B (Answer any TWO questions)

QUESTION 2

Discuss the components of the services marketing mix as applicable in the hospitality industry
(20 marks)

QUESTION 3

- a) Discuss the roles of customers in services co creation and delivery. (10 marks)
- b) Discuss the strategies used to enhance customer participation in the service process. (10 marks)

QUESTION 4

- a) Describe the dimensions considered essential in customer's evaluations of service quality. (10 marks)
- b) Identify and describe the five gaps in service quality that may occur in the hospitality sector. (10 marks)

QUESTION 5

- a) Discuss the logic behind 'customer profitability segmentation' from the company's point of view. (20 marks)
- b) Describe the general bases for market segmentation that apply to hospitality customers. (10marks)