



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/MAY 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) (i) Differentiate between marketing and selling. (4 marks)
- (ii) Explain the following marketing concepts.
- (I) Production orientation
(II) Sales orientation
(III) Consumer orientation. (6 marks)
- (b) Define the following terms as used in marketing:
- (i) Target markets and segmentation.
(ii) Needs, Wants and demands
(iii) Value and satisfaction
(iv) Marketers and prospects (10 marks)
- (c) (i) List the various bases used to do market segmentation in tourism and hospitality. (5 marks)
- (ii) Highlight the characteristics of a good market segment. (5 marks)

SECTION B

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

- Q.2 “Tourism as a service has unique characteristics that pose challenges to marketers”. Discuss. (20 marks)
- Q.3 (a) Explain the term Marketing Mix. (2 marks)
- (b) List and explain the seven Ps of hospitality and tourism marketing. (14 marks)
- (c) Identify any **FOUR** types of pricing used tourism and hospitality. (4 marks)
- Q.4 Highlight the pros and cons of using advertisement as an element of promotion in tourism and hospitality. (20 marks)
- Q.5 (a) List and describe any **FIVE** factors that influence customer behaviour. (10 marks)
- (b) Describe the **FIVE** steps in tourism consumer buying process. (10 marks)