



MACHAKOS UNIVERSITY

University Examinations 2020/2021 Academic Year

SCHOOL OF HOSPITALITY AND TOURISM MANAGEMENT

DEPARTMENT OF HOSPITALITY MANAGEMENT

FIRST YEAR SPECIAL /SUPPLEMENTARY EXAMINATION FOR

BACHELOR OF SCIENCE (HOSPITALITY AND TOURISM MANAGEMENT

HTM112-1: INTRODUCTION TO HOSPITALITY AND TOURISM MARKETING

DATE: 9/8/2021

TIME: 2:00 – 4:00 PM

INSTRUCTIONS

Answer Question One (Compulsory) and any other Two questions

QUESTION ONE (COMPULSORY) (30 MARKS)

- a) Define the following terms as used in tourism marketing:
- i) Market skimming strategy (4 marks)
 - ii) Marketing positioning (3 marks)
 - iii) Market penetration (3 marks)
- b) Outline any six roles played by intermediaries in marketing. (5 marks)
- c) Product life cycles identify the stages of a product. Discuss three strategies that a marketer can apply during the maturity stage of the PLC. (5 marks)
- d) Explain the stages of a product life cycle. (5 marks)
- e) Using relevant examples, describe any three characteristics of tourism services. (5 marks)

QUESTION TWO (20 MARKS)

- a) i) Define the term 'market segmentation'. (2 marks)
- ii) Explain types of market segmentation adopted by tourism firms, and give an example for each. (10 marks)

- b) Describe the various steps involved in the creation of a new tourism product. (8 marks)

QUESTION THREE (20 MARKS)

- a) Discuss SIX functions of advertising in a business set up. (12 marks)
b) State and explain major components of tourism in a destination. (8 marks)

QUESTION FOUR

- a) Outline and discuss five reasons why understanding of consumer behaviour is crucial for a tourism business. (10 marks)
b) Marketing research is a crucial exercise by all tourism firms. Discuss the various stages involved in the marketing research process. (10 marks)

QUESTION FIVE

- a) Describe the micro and macro environmental factors to consider when scanning the marketing environment. (10 marks)
b) Marketing entails understanding your consumers, briefly describe the buyer decision behavior. (10 marks)