

CHUKA



UNIVERSITY

UNIVERSITY EXAMINATIONS

CHUKA/EMBU

**SECOND YEAR EXAMINATION FOR THE AWARD OF DIPLOMA IN TOURISM
AND HOTEL MANAGEMENT**

DTHM 0253: TOURISM SERVICE MARKETING

STREAMS: DTHM Y2S2

TIME: 2 HOURS

DAY/DATE: THURSDAY 08/07/2021

11.30 A.M – 1.30 P.M

INSTRUCTIONS:

Answer ALL questions in section A and any other two in section B

Do not write anything on the question paper

SECTION A (30 MARKS)

1. Briefly explain why marketing is a subject of concern in tourism. [6 marks]
2. Define the following terminologies used in tourism service marketing.
 - (a) Marketing [2 marks]
 - (b) Services marketing [2 marks]
 - (c) Marketing mix [2 marks]
3. Briefly explain where the mix decisions fit within the marketing system for travel and tourism organizations. [5 marks]
4. Give at least THREE reasons for tourism marketers to do marketing research. [3 marks]
5. Why is delivering great experiences an important part of services marketing? Give FIVE reasons. [5 marks]
6. Why is segmentation so important to effective marketing? [5 marks]
7. Fill in the blanks. During a successful marketing planning process, management will? [5 marks]

P: _____
R: _____
I: _____
C: _____
E: _____

SECTION B (40 MARKS)

8. (a) Discuss marketing planning process by (Morrison, 2010) using the PRICE concept. [10 marks]
- (b) With an illustration, describe the relationship between company, employees and customers in the services marketing context using a services marketing triangle (Morrison, 2010) [10 marks]
9. (a) Explain FOUR characteristics of service marketing. [8 marks]
- (b) Discuss the differences between marketing goods and marketing services. [12 marks]
10. (a) Discuss the 8 Ps of services marketing. [8 marks]
- (b) State and explain FIVE stages of consumer decision making process of consumer behaviour by (Kollat et al. 1968). [12 marks]
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