

CHUKA



UNIVERSITY

UNIVERSITY EXAMINATIONS

CHUKA AND EMBU CAMPUSES

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

DTHM 0253: TOURISM SERVICE MARKETING

STREAMS: DIP. DTHM (Y2S2)

TIME: 2 HOURS

DAY/DATE: THURSDAY 23/09/2021

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. Define the following terminologies as used in tourism service marketing.
 - (a) Marketing (2 marks)
 - (b) Service marketing (2 marks)
 - (c) Marketing mix (2 marks)
2. Briefly explain FIVE roles of technology in enhancing tourism service marketing. (5 marks)
3. Briefly explain THREE importance of conducting marketing research in tourism and hospitality industry. (3 marks)
4. Outline FIVE promotional tools used in promoting tourism services. (5 marks)
5. Briefly explain FIVE importance of segmentation in service marketing. (5 marks)
6. Briefly explain the characteristics of services marketing in tourism and hospitality industry. (6 marks)

SECTION B: (40 MARKS)

7. Discuss the external and internal marketing environment factors that affect tourism service marketing. (20 marks)
 8. (a) Describe the relationship between company, employees and customers in the service marketing context using a service marketing triangle. (10 marks)
(b) State and explain FIVE stages of consumer decision making process of consumer behaviour by (Kolla et al. 1968). (10 marks)
 9. (a) Discuss SIX differences between marketing goods and marketing services. (12 marks)
(b) Discuss the 8 Ps of services marketing mix as applied in tourism. (8 marks)
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