

CHUKA



UNIVERSITY

**UNIVERSITY EXAMINATIONS**

**EXAMINATION FOR THE AWARD OF DEGREE OF MASTERS IN TOURISM  
MANAGEMENT**

**MTOM 834: TOURISM SERVICES MARKETING**

**STREAMS: MTOM (Y1B2)**

**TIME: 3 HOURS**

**DAY/DATE: WEDNESDAY 21/07/2021**

**8.30 A.M. – 11.30 A.M.**

**INSTRUCTIONS:**

- Answer all questions in section A and Any other TWO in section B
- Cheating is not allowed
- Do not write Anything on the question paper

**SECTION A: (20 MARKS)**

1. Explain any models for assessing competitive environment in tourism businesses. (5 marks)
2. Explain the main elements of a marketing intelligence system. (5 marks)
3. Describe any motivational typology that can evaluate the consumption of niche tourism packages. (5 marks)
4. Explain the FIVE stages of new product development. (5 marks)

**SECTION B: (40 MARKS)**

5. (a) Explain the comparative advantage of using hedonic pricing over the demand based pricing approaches. (10 marks)
- (b) Discuss the challenges facing overreliance on sales representatives for tourism product distribution. (10 marks)

6. The knowledge of market needs and product formulation initiatives has enabled many tourism organizations achieve competitive advantage. However, the assurance of these value propositions and future competitive advantages depend on the existing strategic resources and plans that support the overall marketing tools. Describe the strategic management tools that can be used to enhance the performance of tourism organizations.

(20 marks)

7. (a) Dealing with intangible products often result to product failure if the right physical evidences are not developed for supporting the tourism services. Discuss the key processes of physical evidence development in tourism destinations. (10 marks)

(b) Explain various models that can be used to evaluate the future success of an organization's communication strategy. (10 marks)

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