

CHUKA



UNIVERSITY

UNIVERSITY EXAMINATIONS

**SECOND YEAR EXAMINATION FOR THE AWARD OF DEGREE OF BACHELOR OF
TOURISM MANAGEMENT**

BTOM 251: TOURISM PRODUCT DEVELOPMENT

STREAMS: BTOM Y2S1

TIME: 2 HOURS

DAY/DATE: TUESDAY 04/12/2018

8.30 A.M. – 10.30 A.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 the concept of tourism product development. (3 marks)
2. Briefly discuss five aims of development of tourism products in Kenya. (5 marks)
3. Briefly describe how tourism product packaging differs from that of manufactured goods. (3 marks)
4. Define the term branding and explain two new product branding strategies. (5 marks)
5. Discuss the strategies for addressing the challenges that arise from the tourism product characteristics. (5 marks)
6. Briefly explain two pricing strategies that you would use to introduce a product in the market while stating the benefits for each. (4 marks)
7. Briefly explain five tourism product support services in Kenya. (5 marks)

SECTION B: (40 MARKS)

8. (a) Discuss the opportunities and challenges for new tourism product development in Northern Kenya tourist frontier. (12 marks)

- (b) With specific examples discuss strategies for addressing the challenges in 8(a) above. (8 marks)
9. Explain the process of tourism product development. (20 marks)
10. What is the role of government in tourism product development in Kenya? (20 marks)
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