

CHUKA



UNIVERSITY

UNIVERSITY EXAMINATIONS

CHUKA & EMBU CAMPUSES

**FIRST YEAR EXAMINATION FOR THE AWARD DIPLOMA IN TOURISM AND
HOSPITALITY MANAGEMENT**

DTHM 0253: TOURISM SERVICE MARKETING

STREAMS: DIP (DTHM)

TIME: 2 HOURS

DAY/DATE: FRIDAY 14/12/2018

2.30 P.M - 4.30 P.M.

INSTRUCTIONS

- **Answer ALL questions in Section A and any TWO in Section B
Do not write anything on the question paper**

SECTION A: ANSWER ALL QUESTIONS [30 MARKS]

1. Explain any FIVE aspects that the tourism marketing team has to consider when applying the marketing principles. [5 Marks]
2. Explain why marketing in tourism advocates for value creation while marketing tourism products. [5 Marks]
3. Why is marketing important in tourism. [5 Marks]
4. Briefly explain any FIVE markets segments in the tourism industry. [5 Marks]
5. Why is demarketing important in tourism in the current century? [5 Marks]
6. What other factors influence the tourism consumer behaviors other than marketing. [5 Marks]

SECTION B: ANSWER TWO QUESTIONS [40 MARKS]

7. (a) Explain why marketing research is important in tourism. [8 Marks]
(b) Discuss the important marketing mix elements applicable in tourism. [12 Marks]

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8. Using Boston Consultancy Group (BCG) Matrix, discuss the marketing strategies you would adopt to create sustainability in a tourism circuit of your choice within Kenya. [20 Marks]
9. (a) Explain reasons why marketing of tourism is difficult. [12 Marks]
(b) Discuss universal functions of marketing. [8 Marks]
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