

CHUKA



UNIVERSITY

UNIVERSITY EXAMINATIONS

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

DTHM 0253: TOURISM SERVICE MARKETING

STREAMS: DIP DTHM Y2S2

TIME: 2 HOURS

DAY/DATE: THURSDAY 8/08/2019

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: [30 MARKS]

1. Briefly explain the meaning of tourism marketing. [4 Marks]
2. Briefly explain two ways in which it differs from marketing of goods. [4 Marks]
3. Briefly describe the stages of the consumer buying decision process of a holiday vacation in Kenya. [5 Marks]
4. Briefly explain three elements of the product mix. [6 Marks]
5. Briefly describe three levels of tourism marketing in Kenya. [3 Marks]
6. Briefly explain any three pricing strategies that could be employed to price a new tourism product in Kenya. [3 Marks]
7. Briefly describe any five challenges facing tourism service marketing in Kenya. [5 Marks]

SECTION B: [40 MARKS]

9. Discuss the marketing philosophies of tourism marketing in Kenya. [20 Marks]
10. Explain the influence of the macro environment factors to tourism and hospitality business in Kenya. [20 Marks]

11. Discuss the role of internet in tourism marketing in Kenya while citing relevant examples.

[20 Marks]

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