

CHUKA



UNIVERSITY

UNIVERSITY EXAMINATIONS

EXAMINATION FOR THE AWARD OF DEGREE OF BACHELOR OF SCIENE IN ECOTOURISM AND HOSPITALITY MANAGEMENT

BECO 243: TOURISM MARKETING

STREAMS: BECO

TIME: 2 HOURS

DAY/DATE: TUESDAY 17/04/2018

2.30 P.M – 4.30 P.M

INSTRUCTION:

- **Answer all questions in section A and any other two in section B**
- **Do not write on the question paper**

SECTION A (30MARKS)

1. Briefly explain six challenges of destination branding. [6marks]
2. Briefly explain three roles of internet marketing. [6marks]
3. Briefly explain six ways of service recovery in tourism sector. [6marks]
4. Briefly explain various marketing propositions. [6marks]
5. Briefly explain using examples the three levels of tourism product. [6marks]

SECTION B

6. Discuss how you would use the marketing mix to market Tharaka Nithi County as tourism destination. [20marks]
 7. Critique the application of service marketing triangle in marketing tourism business. [20marks]
 8. Critique four approaches you would apply while promoting destinations. [20marks]
-