

CHUKA



UNIVERSITY

UNIVERSITY EXAMINATIONS

SECOND YEAR EXAMINATION FOR THE AWARD OF DEGREE
OF BACHELOR OF ECOTOURISM

BECO 243: TOURISM MARKETING

STREAMS: BECO(Y2S2)

TIME: 2 HOURS

DAY/DATE: MONDAY 06/04/2020

2.30 P.M. – 4.30 P.M.

INSTRUCTIONS:

- Don't write on the question paper
- Answer question ONE and any other TWO

QUESTION ONE (30 MARKS)

- (a) With examples discuss five marketing philosophies used by the marketing managers in eco-tourism industry to achieve their organization's objectives [10 marks]
- (b) With local examples elucidate the importance of marketing plan to the modern company of your choice [10 marks]
- (c) Elucidate the marketing mix of tools that a marketing manager can use in marketing activities. Give example in each case [10 marks]

QUESTION TWO (20 MARKS)

- (i) Marketing management operates within an environment. With examples discuss various marketing micro environment that these managers operate in [10 marks]
- (ii) With clear stated examples explain factors that a marketing managers should consider when setting up a new business entity in Kenya [10 marks]

QUESTION THREE (20 MARKS)

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- (a) The market in the world today is unpredictable because of so many factors that are happening now and then, affecting the whole marketing. With local examples highlight the requirement for the market segmentation today. [10 marks]
- (b) With examples show the understanding of the following concepts in marketing management context [10 marks]
- (i) Need
 - (ii) Want
 - (iii) Demand
 - (iv) Sales
 - (v) Promotion

QUESTION FOUR (20 MARKS)

- (i) With support to your answers, explain what is a promotion mix and elucidate various promotion mix used by marketing managers in Kenyan market today [10 marks]
- (ii) Discuss the product life cycle stages and marketing strategies that marketing managers may apply or adopt at each stage of the product life cycle [10 marks]
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