

CHUKA



UNIVERSITY

UNIVERSITY EXAMINATIONS

RESIT/SPECIAL

THIRD YEAR SUPPLEMENTARY EXAMINATION FOR THE AWARD OF BSC. DEGREE IN
ECOTOURISM MANAGEMENT

BECO 321: ECOTOURISM PROMOTION

STREAMS: BSc. (BECO) Y3S2

TIME: 2 HOURS

DAY/DATE: TUESDAY 02/02/2021

8.30 A.M. – 10.30 A.M.

INSTRUCTIONS:

- Answer **ALL** questions in section A and **ANY TWO** from section B
- Do not write anything on the question paper

SECTION A: (30 MARKS)

1. Using relevant examples, explain the concept of marketing communication mix
(6 Marks)
2. Explain and justify the sales strategies tools that you would apply in order to increase sales of aircraft ticket.
(6 Marks)
3. Discuss the utility of Awareness Interest Desire Action (AIDA) Model in promotion of beach tourism product in Kenya.
(6 Marks)
4. Explain the role of internet in promoting ecotourism products in the international market.
(6 Marks)
5. Explain how you would promote local communities culture through ecotourism.
(6 Marks)

SECTION B: (40 MARKS)

6. Discuss the process of personal selling (20 Marks)
7. Discuss the advantages of using audio-visual media over print media in advertising a destinations product
(20 Marks)
8. Discuss the importance of public relations and customer care in promoting ecotourism in Kenya
(20 Marks)