

CHUKA



UNIVERSITY

UNIVERSITY EXAMINATIONS

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

DTHM 0244: TOURISM SERVICE MARKETING

STREAMS: DTHM (Y2S2)

TIME: 2 HOURS

DAY/DATE: TUESDAY 9/12/2014

11.30 A.M – 1.30 P.M.

INSTRUCTIONS: Answer ALL questions in Section A and any TWO questions in section B

SECTION A: (30 MARKS – COMPULSORY)

1. Name any FIVE benefits of the marketing concept [5 marks]
2. Outline the consumer decision making process [5 marks]
3. Briefly explain any FIVE ways of promoting successful tourism development. [5 marks]
4. State any FIVE ways technology has influenced tourism services marketing. [5 marks]
5. Highlight constraints to effective service marketing [5 marks]
6. List FIVE promotion tools used in promoting services. [5 marks]

SECTION B (40 MARKS) – ANSWER ANY TWO QUESTIONS FROM THE SECTION

7. (a) Discuss any FIVE characteristics of tourism services. [10 marks]
(b) Briefly explain FIVE ways how successful marketing is achieved through understanding consumer behavior. [10 marks]
8. Marketing planning of tourism services is crucial for the success of the tourism industry. Explain a marketing planning process you would recommend for tourist developers. [20 marks]

9. (a) Discuss any FIVE advantages of good customer relations in service marketing. [10 marks]
- (b) Explain any FIVE ways tourism developers can explore customer needs to ensure customer expectations are met. [10 marks]
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