



JARAMOGI OGINGA ODINGA UNIVERSITY OF SCIENCE AND TECHNOLOGY

SCHOOL OF BUSINESS AND ECONOMICS

**UNIVERSITY EXAMINATION FOR THE BACHELOR OF INTERNATIONAL
TOURISM MANAGEMENT**

YEAR TWO, SEMESTER TWO 2022/2023 ACADEMIC YEAR

MAIN CAMPUS

COURSE CODE: BTB 1202

COURSE TITLE: TOURISM MARKETING I

DATE:

EXAM SESSION:

TIME: 2 HOURS

Instructions

- 1. Answer Question One (compulsory) and any other 2 questions**
- 2. Candidates are advised not to write on the question paper**
- 3. Candidates must hand in their answer booklets to the invigilator while in the examination**

QUESTION ONE (COMPULSARY)

- I. Differentiate between the following types of marketing philosophies
 - a. Holistic marketing and societal marketing. (2 marks)
 - b. Production concept and product concept. (2 marks)
 - c. Selling concept and marketing concept. (2 marks)
- II. Marketing planning of tourism services is crucial for the success of tourism industry. State five key marketing plan elements that you would recommend for tourist developers. (5 marks)
- III. State five characteristics of tourism services that make it difficult for the service providers to market them. (5 marks)
- IV. State any five ways tourism developers can explore customer needs to ensure customer expectations are met. (10 marks)
- V. Outline two roles of Information Communication Technology (ICT) has enhances marketing of tourism products. (4 marks)

QUESTION TWO

- i. Define market segmentation. (2 marks)
- ii. Explain the four bases of market segmentation. (8 marks)
- iii. Describe the role of segmentation in hospitality and tourism marketing (10 marks)

QUESTION THREE

Using the PESTEL Model, describe how external marketing environment affect the marketing activities in tourism industry. (20 marks)

QUESTION FOUR

- i. Define market research (2 marks)
- ii. Explain the importance of marketing research in understanding tourism consumption behaviour. (18 marks)

QUESTION FIVE

- i. The outbreak of Covid 19 pandemic affected different sectors of the economy, tourism industry being the worst hit. In relation to this statement, explain the key marketing strategies that Kenya as a destination is using to revamp the sector post pandemic. (10 marks)
- ii. Discuss the role of Kenya Tourism Board in marketing Kenya as a tourism destination. (10 marks)