



**JARAMOGI OGINGA ODINGA UNIVERSITY OF SCIENCE & TECHNOLOGY  
SCHOOL OF BUSINESS AND ECONOMICS  
MAIN CAMPUS**

**3<sup>RD</sup> YEAR 1<sup>ST</sup> SEMESTER  
EXAMINATION FOR THE DEGREE OF BACHELOR OF INTERNATIONAL  
TOURISM MANAGEMENT**

**COURSE CODE: BTM 3311**

**TITLE: TOURISM MARKETING II**

**DATE: APRIL, 2015**

**DURATION: 2 HOURS**

**INSTRUCTIONS:**

1. This paper contains FIVE (5) questions
2. Answer question ONE and any other TWO questions
3. Write all answers in the booklet provided

**QUESTION ONE:**

- a) What is your understanding of the term Tourism Marketing? (4 marks)
- b) Given four characteristics of the tourism marketing, what strategies would management employ to overcome the challenges presented by them? (12 marks)
- c) Differentiate between Market research and marketing research (6marks)
- d) Distinguish between the concepts of Globalization spheres and internationalization levels in urban tourism (8marks)

**QUESTION TWO:**

- a) Tourism is no longer meant for “the happy few”; Discuss the factors which have led to the increase in tourism activities (10marks)
- b) Explain the process involved in market analysis (6 marks)

### **QUESTION THREE**

- a) Explain the influence of globalization on tourism (8 marks)
- b) When might it be desirable to use outside marketing research services as opposed to doing research in-house in tourism destination? (12 marks)

### **QUESTION FOUR:**

- a) Highlight the key subjects of data collection in Tourism Marketing research. (6marks)
- b) Given the specific characteristics of the tourism products, what strategies would management employ to overcome the challenges presented by them? (8marks)

### **QUESTION FIVE:**

- a) Explain the advantages of e-marketing, (8 marks)
- b) Discuss the trends in Market Segmentation Usage in the tourism Industry (12 marks)