



JARAMOGI OGINGA ODINGA UNIVERSITY OF SCIENCE AND TECHNOLOGY

SCHOOL OF BUSINESS AND ECONOMICS

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

YEAR THREE, SEMESTER ONE 2022/2023 ACADEMIC YEAR

MAIN CAMPUS

COURSE CODE: BTB 1301

COURSE TITLE: TOURISM MARKETING II

DATE: 9/12/2022

EXAM SESSION: 9.00-11.00AM

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)

- a. State five roles of Destination Management Organizations in marketing of destinations. (10 marks)
- b. Explain the 10 A's of a successful tourism destination. (10 marks)
- c. Differentiate between marketing communication and corporate communication. (5 marks)
- d. State five pricing strategies commonly used in Tourism and Hospitality sector. (5 marks)

QUESTION TWO

- a. Differentiate between market research and marketing research. (2 marks)
- b. Explain any four scope of market research in tourism businesses. (8 marks)
- c. Explain seven major steps involved in market research. (10 marks)

QUESTION THREE

- a. Define digital marketing. (2 marks)
- b. Highlight six channels of digital marketing in tourism industry. (6 marks)
- c. Discuss six roles of digital marketing in the tourism businesses. (12 marks)

QUESTION FOUR

- a. Highlight two characteristics of a brand. (2 marks)
- b. Explain the significance of branding to tourists purchasing decisions (10 marks)
- c. Explain four prerequisites brand positioning in Tourism sector. (8 marks)

QUESTION FIVE

- a. Explain five ethical issues in marketing tourism products and services in a destination. (10 marks)
- b. Globalization has enhanced marketing of tourism products and services globally. In relation to this statement, discuss the major trends in globalization that will shape the future of marketing. (10 marks)