



The Co-operative University of Kenya

SUPPLEMENTARY / SPECIAL EXAMINATION AUGUST- 2019

EXAMINATION FOR THE DIPLOMA IN TOURISM MANAGEMENT

UNIT CODE: DMTM 1204

UNIT TITLE: TOURISM MARKETING

DATE: 26TH AUGUST, 2019

TIME: 11:30 AM – 1:00 PM

INSTRUCTIONS:

- Answer question **ONE (compulsory)** and any other **TWO** questions

QUESTION ONE

- a) Define the following terms; (10 marks)
- Marketing
 - Product
 - Marketing Research
 - Market penetration
- b) As a chief in town hotel explain FOUR ways how you would excel against your competitors (10 marks)
- c) Differentiate between selling and marketing of products (4 marks)
- d) Explain Three reasons why you would market your products (6 marks)

QUESTION TWO

- a) Explain the 7Ps of marketing (14 marks)
- b) During the decline stage of a product, describe TWO ways marketer can rejuvenate the product (6 marks)

QUESTION THREE

- a) Explain Eight macro environmental factors which can affect a marketer (16 marks)
- b) Giving reasons explain TWO future trends of marketing (4 marks)

QUESTION FOUR

- a) As a marketer it is important to know you target group, giving six reasons. Explain why (12 marks)
- b) Explain four issues that happen during the product life cycle (8 marks)