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**KIRIRI WOMENS' UNIVERSITY OF SCIENCE AND TECHNOLOGY**  
**UNIVERSITY EXAMINATION, 2018/2019 ACADEMIC YEAR**  
**DIPLOMA IN HOSPITALITY AND TOURISM MANAGEMENT**

**DHM 1613 – TOURISM MARKETING AND PLANNING**

Date: 9<sup>th</sup> April, 2018  
Time: 2.30pm – 4.30pm

**INSTRUCTIONS TO CANDIDATES**

**ANSWER QUESTION ONE (COMPULSORY) AND ANY OTHER TWO QUESTIONS**

**QUESTION ONE (30 MARKS)**

- a) Define the following;
- (i) Tourism (2 Marks)
  - (ii) Market (2 Marks)
  - (iii) Price (2 Marks)
  - (iv) Perception (2 Marks)
  - (v) Target market (2 Marks)
- b) Distinguish between the following sets of terms as used in marketing
- (i) Product mix and product line (2 Marks)
  - (ii) Need and want (2 Marks)
  - (iii) Controllable and Non-controllable factors (2 Marks)
  - (iv) Personal consumer and organizational consumer (2 Marks)
  - (v) Fixed cost and variable cost (2 Marks)
- c) i) Name six importance of marketing (6 Marks)
- ii) List four disadvantages of Break-even pricing method (4 Marks)

**QUESTION TWO (20 MARKS)**

- a) Explain four basis on which market segmentation may be established (8 Marks)
- b) Explain six external environmental factors that may affect marketing (12 Marks)

**QUESTION THREE (20 MARKS)**

- a) Explain five psychological factors that may influence consumer behavior (10 Marks)
- b) Explain five factors that may hinder development of a new product in an organization (10 Marks)

**QUESTION FOUR (20 MARKS)**

- a) With the aid of a labeled sketch diagram, describe stages of a production life cycles (12 Marks)
- b) Explain four functions of a marketing manager in an organization (8 Marks)

**QUESTION FIVE (20 MARKS)**

- a) Explain five disadvantages of market segmentation (10 Marks)
- b) Explain five sources from which an organization may obtain market intelligence (10 Marks)