



KENYATTA UNIVERSITY
EXAMINATION FOR DIPLOMA IN TOURISM MANAGEMENT

HTM 027: INTRODUCTION TO HOSPITALITY AND TOURISM MARKETING

2ND SEMESTER 2023/2024

TIME: 2 HOURS

INSTRUCTIONS:

- *Answer all questions in Section A and any 2 in Section B.*
- *Use examples to illustrate your answer*

SECTION A (30 MARKS)

1. Using relevant examples, differentiate the following concepts in the context of the hospitality and tourism industry.
 - a) Market and Marketing (5 marks)
 - b) Marketing and Selling (5 marks)
2. Define the following concepts and highlighting their importance in the context of marketing in the hospitality and tourism industry.
 - c) Marketing research (5 marks)
 - d) Market segmentation (5 marks)
3. Describe four (4) marketing orientations that can be applied in hospitality and tourism businesses. (10 marks)

SECTION B: (30 MARKS)

4. Describe the marketing mix highlighting how its core elements can be customized to meet the specific needs and preferences of hospitality and tourism consumers. (15 marks)
5. Using relevant examples, explain how digital marketing strategies can be utilized to promote hospitality and tourism services. (15 marks)
6. Describe the importance of customer relationship management (CRM) in the hospitality and tourism service marketing. (15 marks)