



KENYATTA UNIVERSITY

INSTITUTE OF OPEN LEARNING (IOL)

UNIVERSITY EXAMINATIONS 2007/2008

**EXAMINATION FOR THE DEGREE OF MASTER OF SCIENCE (HOTEL,
RESTAURANT AND INSTITUTIONAL MANAGEMENT)**

HIM 502: ADVANCED HOSPITALITY MARKETING

DATE: THURSDAY, 10TH JANUARY 2008

TIME: 9.00 A.M. – 12.00 P.M.

INSTRUCTIONS:

Attempt **ALL** questions (60%)

1. Does Information and Technology make any contribution to the operation of Hospitality and Tourism Marketing? (20 marks)
2. Describe the social responsibility roles played by Hospitality and Tourism Marketing. (20 marks)
3. Evaluate the Environment scanners applied in the promotion of Hospitality and Tourism Marketing. (20 marks)
4. Bring out the challenges affecting the Kenya Government in the Management of Hospitality and Tourism Marketing. (20 marks)
5. Describe with a comprehensive diagram the differences between psycho centric and allocectric travelers in the hospitality industry. (20 marks)
