



MAASAI MARA UNIVERSITY

**REGULAR UNIVERSITY EXAMINATIONS
2018/2019 ACADEMIC YEAR
SECOND YEAR FIRST SEMESTER**

**SCHOOL OF TOURISM AND NATURAL
RESOURCE MANAGEMENT
DIPLOMA IN TOURISM AND WILDLIFE
MANAGEMENT**

COURSE CODE: NDTW 134

COURSE TITLE: PRINCIPLES OF MARKETING

DATE: 15. 4. 2019

TIME: 2.30PM - 4.30PM

INSTRUCTIONS TO CANDIDATES

Answer Question **ONE** and any other **THREE** questions

*This paper consists of **TWO** printed pages. Please turn over.*

1. a. Define the following terms;

- i.) Marketing (2 Marks)**
- ii.) Product (2 Marks)**
- iii.) Market Segmentation (2 Marks)**
- iv.) Market (2 Marks)**
- v.) Public relations (2 Marks)**

b.) Promotion is an investment, rather than an expense. Successful promotion is planned and does not just happen. Describe the steps in the promotion planning process. **(5Mks)**

c.) Public relations is an attitude expressed by placing priority on the public at large when business decisions are made. Discuss Public Relations in regards to Tourism and Travel. **(5Mks)**

d.) Discuss the promotion mix in marketing of the tourism product. **(5Mks)**

2. Personal selling can be defined as direct contact between buyer and seller, face to face, by telephone or through video-conferencing, personal selling is another of the core marketing communication tools. Discuss in details the functions of personal selling as a tool of marketing. **(15Mks)**

3. State and explain the typical tasks of sales managers in the tourism and Travel industry. **(15Mks)**

4. From the viewpoint of marketing management, the product life cycle (PLC) is a significant concept. Discuss the Tourism Product life cycle stages. **(15Mks)**

5. It should be obvious that the tourism product is quite different from those that belong to other industries. Discuss the characteristics of marketing of the tourism products. **(15Mks)**

//END