



# **MAASAI MARA UNIVERSITY**

**REGULAR UNIVERSITY EXAMINATIONS  
2023/2024 ACADEMIC YEAR**

**SECOND YEAR FIRST SEMESTER**

**SCHOOL OF NATURAL RESOURCE,  
ENVIRONMENTAL STUDIES & AGRICULTURE  
DIPLOMA IN TOURISM AND WILDLIFE  
MANAGEMENT**

**COURSE CODE: NDTW 134**

**COURSE TITLE: PRINCIPLES OF MARKETING.**

**DATE: 13/12/2023**

**TIME: 1100-1300 HRS**

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**Instructions:**

*Answer **ALL** questions in section A and any other **TWO** in section B.*

## **SECTION 1(30 marks)**

1. Briefly discuss the meaning and the concept of marketing as used in the field of tourism. (4marks)
2. Demonstrate the Maslow's hierarchy of needs that explains the customer buying behavior of the tourism products and services. (8 marks)
3. Differentiate between the following terms as used in marketing of tourism products citing relevant examples.
  - a. Value, satisfaction and quality (4 marks)
  - Customer orientation vs. consumer orientation (4 marks)
4. What are the factors to consider while making a target market selection? (5marks)
5. Why is it important to study the principles of marketing? (5 marks)

## **SECTION 2. (ANSWER ANY TWO QUESTIONS ONLY)**

6. Discuss the steps/process of carrying out a market research. (20marks)
7. a). Differentiate between sales concept vs. marketing concept. (10 marks)  
b). Discuss the stages of consumer buying concept. (10 marks)
8. Explain the 7 p's as used in the marketing mix in relation to the tourism industry giving relevant examples. (20marks)

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