

1. (a) Tourism market may be segmented in many ways. Highlight **five** advantages of such segmentations to tourism organisations. (10 marks)
- (b) Outline the role of a marketing officer in the Ministry of Tourism. (10 marks)
2. (a) Explain **five** different ways through which tourism firms may improve their marketing strategies. (10 marks)
- (b) Kitundo four firms has been experiencing ups and downs in its operations. Explain **five** external forces that may have contributed to this trend. (10 marks)
3. (a) Highlight **five** factors that may influence tourists buying behaviour. (10 marks)
- (b) Tourism establishments rely on market research information to determine their viability. Explain **five** uses of this information on a newly established firm. (10 marks)
4. (a) Social media has played a significant role in tourism events. Explain how this concept has created a positive impact in promoting tourism events. (10 marks)
- (b) Explain **five** channels of tourism product distribution. (10 marks)
5. (a) Tour operators target different types of tourists from different destinations. Highlight **five** benefits of packaging a tour to special interest tourists. (10 marks)
- (b) Highlight **five** benefits of using electronic booking system in the tourism industry. (10 marks)
6. (a) Explain five political factors that may affect marketing in travel and tourism in Kenya. (10 marks)
- (b) Outline **five** components of a tourism market research report. (10 marks)
7. (a) Highlight **five** global social factors that will affect a tourism destination marketing strategy. (10 marks)
- (b) Highlight **five** sources of secondary information that may be useful during marketing research. (10 marks)

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