



MASENO UNIVERSITY

UNIVERSITY EXAMINATIONS 2012/2013

THIRD YEAR FIRST SEMESTER EXAMINATIONS FOR
THE DEGREE OF BACHELOR OF SCIENCE IN
ECOTOURISM, HOTEL & INSTITUTION MANAGEMENT
WITH INFORMATION TECHNOLOGY
(CITY CAMPUS - EVENING)

**SEH 302: HOTEL, RESTAURANT, TOURISM AND
AIRLINE MARKETING I**

Date: 23rd July, 2013

Time: 5.30 – 7.30 p.m.

INSTRUCTIONS

ANSWER QUESTION ONE (1) AND ANY OTHER THREE (3) QUESTIONS IN THE ANSWER BOOKLET PROVIDED. (70 MARKS)

1. (A) Illustrate the difference between marketing plan and strategic plan used in various tourism and hospitality establishments. (5 Marks)

(B) Describe major purposes of a marketing plan. (20 Marks)

2. State and explain five major alternative concepts under which tourism organizations conduct their marketing activities. (15 Marks)

3. Define Publics and describe various types of publics that companies interact with. (15 Marks)

4. Describe Marketing Research and explain Marketing Research Process. (15 Marks)

5. (A) Explain the term E-Marketing (5Marks)

(B) Describe benefits and costs of E-Marketing over traditional marketing. (10 Marks)