



# **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: 5<sup>TH</sup> DECEMBER 2018**

**TIME: 1100 - 1300HRS**

**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.) Describe the steps involved in the promotion planning process.

(5 Marks)

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 (5 Marks)

d.) Discuss, promotion mix in marketing of the tourism product (5 Marks)

2.) **Discuss** in details the functions of personal selling as a tool of marketing. (15 Marks)

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

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

5.) It should be obvious that the tourism product is quite different from those that belong to other industries. In terms of marketing, **discuss** characteristics of the tourism products. (15 Marks)

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