

101505T4TTM

TOUR AND TRAVEL CONSULTANT 5

TO/OS/TM/CR/05/5/A

MARKET TRAVEL AND TOUR PRODUCT

July /Aug 2023



**TVET CURRICULUM DEVELOPMENT, ASSESSMENT AND CERTIFICATION
COUNCIL (TVET CDACC)**

WRITTEN ASSESSMENT

Time: 3 Hours

INSTRUCTIONS TO CANDIDATES

1. This paper has three sections **A**, **B** and **C**.
2. You are provided with a separate answer booklet.
3. Marks for each question are as indicated.
4. Do not write on the question paper.

This paper consists of 5 printed pages

*Candidates should check the question paper to ascertain that all pages
are printed as indicated and that no questions*

SECTION A (20 MARKS)

Attempt all Questions

1. Which of this best defines marketing? (1mark)
 - A. Marketing is used to promote the product and services
 - B. Marketing is concerned about the sales only
 - C. Marketing is the activity, set of institutions, and processes for creating, communicating, delivering, and exchanging offerings that have value for customers, clients, partners, and society.
 - D. Marketing considers only the needs of the organization and not the society
2. Markets can be classified based on? (1mark)
 - A. Volume of business
 - B. Number of customers
 - C. Total Population
 - D. Education level
3. Which among the following is an element of the marketing mix? (1mark)
 - A. Financial entities
 - B. People
 - C. Transport
 - D. Accommodation
4. One external factor that affects pricing is..... (1mark)
 - A. Marketing objectives
 - B. Return on investment
 - C. Government Regulations
 - D. Market share
5. The pricing method where a player adds to the cost price of a product..... (1mark)
 - A. Value pricing
 - B. Standard pricing
 - C. Mark-up pricing
 - D. Product pricing