

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

6. The concept where by much focus is on producing large amount of a product to be available to the customer at a low cost is referred to as..... (1mark)
- A. Product Concept
 - B. Production concept
 - C. Marketing product
 - D. Societal concept
7. A company-selling customer tailor-made furniture or food menu items would be demonstrating which kind of marketing concept? (1mark)
- A. Marketing concept
 - B. Societal concept
 - C. Selling concept
 - D. Product concept.
8. A scenario where the seller establishes special prices in certain seasons in order to draw in more customers is regarded as..... (1mark)
- A. Cash rebates
 - B. Discount pricing
 - C. Psychological pricing
 - D. Special event pricing.
9. The Acronym AIDA stands for? (1mark)
- A. Attention, Interest Desire Action
 - B. Attraction, Interest Demand Action
 - C. Attention Interest Demand Action
 - D. Action Interest Demand Attention
10. A sustained effort to establish and maintain a good will between a firm and its partners is referred to as..... (1mark)
- A. Advertising
 - B. Public relations
 - C. Personal selling
 - D. Promotion.

11. Which of the following is not a type of consumer buying behaviour? (1mark)
- A. Routine Response
 - B. Limited decision-making
 - C. Impulse buying
 - D. Psychological buying
12. Catalogues, sponsored events, and digital media and brochures are closely associated with the marketing mix activity called? (1mark)
- A. Product development
 - B. Pricing
 - C. Promotion
 - D. Sales
13. In an organization strategic marketing planning must begin with? (1mark)
- A. Hiring a senior planning consultant
 - A. Establishing organizational goals and objectives
 - B. Writing the mission statement
 - C. Writing the vision statement
14. In marketing research primary data can be obtained through..... (1mark)
- A. Questionnaire survey
 - B. Journals
 - C. Magazines
 - D. Books
15. Which of the following facts defines the break-even point? (1mark)
- A. Total revenue is less than the total cost
 - B. Total revenue is the same as the total cost
 - C. Total profit is more than the total cost
 - D. The total cost is less than the total cost
16. What do you understand by the term brand loyalty? (1mark)
- A. Consumer's emotional attachment to the brand
 - B. Consumer's social attachment toward the brand
 - C. Fulfillment of consumers needs
 - D. Feel good factor when using a brand's product.

17. A pricing strategy where a company sets high prices for its products and eventually reduces the price after the entry of competitors is referred to as..... (1mark)
- A. Competitor pricing
 - B. Price Skimming
 - C. Entry Barrier
 - D. Monopolistic competition
18. In marketing Research, secondary data can be collected through..... (1 mark)
- A. Survey
 - B. Questionnaires
 - C. Magazines
 - D. Focus groups
19. One major method of segmenting the travel and tours market is (1mark)
- A. Region segmentation
 - B. National Segmentation
 - C. Geographical Segmentation
 - D. Race segmentation
20. The initial stage of new product development involves (1mark)
- A. Screening of idea
 - B. Commercialization
 - C. Generating Product ideas
 - D. Concept development

SECTION B (40 Marks)

Attempt all Questions.

21. Understanding Consumer behavior is very important for any marketer. Briefly, explain the term Consumer Buyer Behavior? (2marks)
22. Outline Four benefits that a business will derive from understanding consumer behavior. (4marks)
23. No business operates in a vacuum; any organization is surrounded by laws and liabilities, pressure groups and public bodies, customers and competitors. State Two types of Marketing Environment (2marks)
24. Promotional materials are essential for businesses of all sizes, helping to attract customers and maintain brand awareness. Outline Five promotional materials that you can use to market the Travel and Tours product. (5marks)
25. The role of a marketing strategy is to map out how you plan to promote and sell a product or service. Its ultimate goal is to reach your target audience. State Three marketing Strategies used in Tour and travel marketing? (3marks)
26. A customer profile is a detailed description of your current customers based on their demographic information, geographical location, purchasing behaviors, Outline the main type of information found on a customer profile (5marks)
27. As Sales Representative contracted by ABC travel Company, Describe Four major principles of selling you would employ while marketing Travel and Tour Products. (4marks)
28. As a Travel and Tour marketer briefly explain Five Pricing Strategies that you would use to market your products. (5marks)
29. Market segmentation is an important practice in any given business. Highlight Five Advantages of segmenting your market. (5marks)
30. In any form of marketing the term Product development is a key word. In your own words, define the term product development? (2marks)
31. Travel and Tourism products marketing is quite unique due to the specific features of the products. Identify Three features of Tour Products. (3marks)

SECTION C (40Marks)

Attempt any Two Question

32. As a Marketing manager of your travel and tour company, you are required to undertake a Market Research on the existing market.

a. Describe the stages you will undergo while carrying out this Market research?

(10mark)

b. As the Head of Marketing Department in Joy Travel and Tours company and Tour you have been tasked to come up with a Price for the recently developed Tour Product. Discuss the factors you will consider while setting the price? (10marks)

33. You have been contracted by Tembea Kenya Travel and Tour Company to promote their newly launched product in the European market.

a. Identify four promotion methods you will use.

(8marks)

b. Explain six benefits of this market promotion to the company.

(12marks)

34. Every marketer must develop a Marketing plan before embarking on any marketing exercise. As the sales representative of Raha Tour Company, you have been told to orient new employees in the Marketing Department on the importance of a Marketing Plan.

a. Briefly explain the meaning of a Marketing plan.

(2marks)

b. Highlight Four Elements of a Marketing Plan

(8marks)

c. Identify five Marketing strategies you would advise them to use while marketing the tour products.

(10marks)