

101505T4TTM

TOUR AND TRAVEL CONSULTANT LEVEL 5

TO/OS/TM/05/5/A

MARKET TOUR & TRAVEL PRODUCTS

Nov/Dec 2023



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

**WRITTEN ASSESSMENT
TIME: 3 HOURS**

INSTRUCTIONS TO CANDIDATE

1. Marks for each question are indicated in the brackets.
2. The paper consists of **THREE** sections: A, B., and C
3. Do not write on the question paper.
4. A separate answer booklet will be provided.

This paper consists of SEVEN (7) printed pages.

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

SECTION A: (20 MARKS)

Answer all the questions in this section

1. Marketing environment includes both internal and external. Which of the following is an external marketing environment? (1 mark)
 - A. Employees
 - B. Employer
 - C. Economic
 - D. Suppliers

2. Demand for tourism products is affected by several factors which include the following except which one? (1mark)
 - A. Price
 - B. Savage
 - C. Preferences
 - D. Expectations

3. Tourist demographics are essential when doing market segmentation. Which one is a tourist demographic? (1 mark)
 - A. Occupation
 - B. Sports
 - C. Recreation
 - D. Resilience

4. Tour operators get profits by selling what? (1 mark)
 - A. Products
 - B. Tour products
 - C. Tour items
 - D. Tour goods

5. The marketing manager in a tour firm is employed to do the following functions, except which one? (1mark)
 - A. Planning
 - B. Organizing
 - C. Staffing
 - D. Partnership

6. Marketing study of different tourist interests, attitudes, and lifestyles is referred to as?
(1mark)
- A. Psychographics
 - B. Segmentation
 - C. Demographics
 - D. Research
7. What is the core concept of marketing in the tourism industry? (1mark)
- A. Selling products
 - B. Creating customer value
 - C. Maximizing profits
 - D. Reducing costs
8. The process of publicizing tourism products and services by a marketing officer is known as?
(1mark)
- A. Promotion
 - B. Sales
 - C. Profits
 - D. Broking
9. Identify the right digital tour product promotional tool that can be used in a marketing office setup. (1mark)
- A. Staff uniforms
 - B. Blogs
 - C. Architecture
 - D. Signpost
10. The process of researching, selling and promoting tour products is known as? (1 mark)
- A. Marketing
 - B. Promoting
 - C. Researching
 - D. Selling

11. Tour products are categorized into different types, which of the following is NOT a type of tour and travel product? (1 mark)
- A. Rural tourism
 - B. Field tourism excursions
 - C. Wildlife tourism
 - D. Dark tourism
12. Among the following is a component of the internal tourism environment, identify? (1 mark)
- A. Government
 - B. Ministry of Tourism
 - C. Kenya Tourism Board
 - D. Customers
13. Tourism is affected by political factors which include the following. which one is not? (1 marks)
- A. Government policies
 - B. Taxation
 - C. Product Marketing
 - D. Inflation
14. The following are types of tourism except? (1 mark)
- A. Visiting Friends and Relatives (VFR)
 - B. Excursions
 - C. Adventure
 - D. Business tourism
15. Marketing employees need to be motivated to perform better through which method? (1 mark)
- A. Increased wages
 - B. Taxation
 - C. Increased work hours
 - D. Increased workload

16. Identify market segmentation variable that focuses on consumers' age, gender, income, and family size. (1 mark)
- A. Behavioral
 - B. Demographic
 - C. Psychographic
 - D. Geographic
17. Identify the benefit of training staff in the marketing department. (1 mark)
- A. Improved efficiency
 - B. Flexibility
 - C. Increased security
 - D. Inconvenience
18. Which stage of the product life cycle is characterized by rapid sales growth, increasing competition, and the need for heavy promotional efforts? (1 mark)
- A. Introduction
 - B. Growth
 - C. Maturity
 - D. Decline
19. Identify the benefit of having competitors in a marketing industry? (1 mark)
- A. Punctuality
 - B. Improved work output
 - C. Sobriety
 - D. Politeness
20. Which marketing strategy focuses on increasing market share through low prices and high product quality? (1 mark)
- A. Cost Leadership
 - B. Differentiation
 - C. Focus
 - D. Niche

SECTION B: (40 MARKS)

Answer all the questions in this section

21. What does SWOT analysis stand for in marketing? (1 marks)
22. Principles of marketing give the experience and process of actually doing marketing and not just the vocabulary. Identify any THREE principles of marketing used by tourism companies. (3 marks)
23. Market segmentation creates subsets of a market based on demographics, needs, priorities, common interests, and other psychographic or behavioral criteria State TWO significance of market segmentation in marketing. (2 marks)
24. What is the difference between tour selling and tour marketing? (2 marks)
25. The overall game plan used by tour firm to reach prospective consumers and turning them into customers of their products or services is part of marketing strategy. State THREE marketing strategies used by Tour and travel marketing officer. (3 marks)
26. What is the role of consumer behavior in marketing decision-making? (1 mark)
27. Marketers always collect information from prospective customers; outline THREE tourist information which are recorded when a tourist visits a tour marketing office. (3 marks)
28. Product promotion is a key part of a product marketing strategy which communicate the value of a product to customers in order to increase sales. Give THREE ways in which a tour firm can use to promote products? (3 marks)
29. Define the term "target market" in marketing. (1 mark)
30. Different channels are used when distributing products to consumers. State THREE distribution channels for tourism products that can be easily used by tourism marketers. (3 marks)
31. When planning to introduce a product to a market companies always use different strategies including promotion. List THREE different tourism marketing promotional materials. (3 marks)
32. What role does pricing play in a company's marketing strategy? (2 marks)
33. A developed marketing plan is executed with the help of necessary resources. Give three resources that can be used to implement marketing plans. (3 marks)
34. List THREE skills that a marketing officer is required to possess to successfully market tour products. (3 marks)

35. Segmenting tourists in a destination involves dividing the diverse group of tourists into smaller, more manageable segments. State THREE methods of segmenting the tourist in a destination. (3 marks)
36. Marketers have good reasons for segmenting a market. List FOUR benefits of consumer segmentation in the tourism industry. (4 marks)

SECTION C: (40 MARKS)

Answer any TWO questions in this section

37. a) It is important to have a good knowledge of tourism products as a tourism employee in a tour organization. Discuss FIVE features of tourism products and services. (10 Marks)
- b) Explain FIVE marketing concepts that are applicable in marketing tourism products and services. (10 Marks)
38. A tourism product also leads to the overall establishment of a tourism destination. If a destination has adequate tourism products, it can successfully market itself as a viable destination to potential tourists. A marketing manager will develop a marketing plan that includes digital marketing strategies to reach different consumers in the identified market segment.
- a) Examine FIVE roles of digital marketing in promoting sustainable tourism. (10 Marks)
- b) Discuss FIVE resources for the implementation of marketing plans. (10marks)
39. Tourism marketing is the business discipline of attracting visitors to a specific location. Destinations associated with consumer and business travel all apply basic marketing strategies to specific techniques designed to increase visits.
- a) Explain FIVE external marketing environment that influences the tour activities and operations of tours. (10 Marks)
- b) Describe FOUR types of selling that may take place in an organization (10 Marks)