

101506T4TTM

TOURISM AND TRAVEL MANAGER LEVEL 6

TO/OS/TM/CR/05/6

MARKET TOUR AND TRAVEL PRODUCTS

Nov. /Dec. 2022



THE KENYA NATIONAL EXAMINATIONS COUNCIL

WRITTEN ASSESSMENT

Time: 3 hours

INSTRUCTIONS TO CANDIDATES

Maximum marks for each question are indicated in brackets ().

*This paper consists of **TWO** sections: A and B.*

Answer questions as per instructions in each section.

You are provided with a separate answer booklet.

**This paper consists of FIVE (5) 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: (40 MARKS)

Attempt all questions in this section.

1. Differentiate between tour selling and tour marketing? (2 marks)
2. List **TWO** types of information that are obtained from tourists arriving at a destination. (2 marks)
3. Name **FOUR** categories of travel and tour products. (4 marks)
4. Name **FOUR** ways in which the tourism product is marketed besides social media. (4 marks)
5. List **FOUR** different promotional materials for tourism marketing. (4 marks)
6. Explain **TWO** Resources that can be used to implement marketing plans. (4 marks)
7. List **FOUR** skills required of a successful tour products marketing officer. (4 marks)
8. Identify **FOUR** methods of segmenting tourists in a destination. (4 marks)
9. State **FOUR** benefits of consumer segmentation in the tourism industry. (4 marks)
10. List **FOUR** elements of the tourism marketing mix. (4 marks)
11. Outline **FOUR** benefits of marketing in a tour firm. (4marks)

SECTION B: (60 MARKS)

Attempt any THREE questions in this section.

12. It is important to have good knowledge of tourism products as tourism employees in a tour organization. Describe **FIVE** unique characteristics of tourism products and services. (20 marks)
13. Explain **FIVE** different marketing concepts that are applicable in marketing tourism products and services. (20 marks)
14. There are different public relations strategies that tourism firms can use to promote their tour products. Explore **FIVE** of these public relations promotional strategies. (20 marks)
15. Evaluate **FIVE** benefits of market planning in a tour organization (20 marks)