



MACHAKOS UNIVERSITY COLLEGE

(A Constituent College of Kenyatta University)
University Examinations for 2015/2016 Academic Year

SCHOOL OF HOSPITALITY AND TOURISM MANAGEMENT

DEPARTMENT OF HOSPITALITY MANAGEMENT

**FIRST SEMESTER EXAMINATION FOR BACHELOR OF SCIENCE IN
HOSPITALITY AND TOURISM MANAGEMENT**

BHT302: HOSPITALITY AND CONSUMER TOURISM BEHAVIOUR

DATE:

TIME:

INSTRUCTIONS.

This paper consists of two sections A and B

Section A is compulsory

Section B choose any two (2) questions

SECTION A (30 MARKS) COMPULSORY

Question 1

- a) Using a diagram differentiate between total, marginal and diminishing marginal utility (5 marks)
- b) Define post-purchase dissonance and suggest three (3) actions that consumers can take to avoid post-purchase dissonance (5 marks)
- c) Using relevant examples, explain how you would use the Maslow's hierarchy of needs at the physiological level of needs in tourist motivations (5 marks)
- d) Highlight the consumer decision making process (5 marks)

- e) Explain how influence of family and friends may affect consumer attitude formation (5 marks)
- f) Outline the characteristics of an effective service guarantee (5 marks)

SECTION B. CHOOSE ANY TWO (2) QUESTIONS IN THIS SECTION

Question 2

- a) Discuss five (5) factors that influence consumer behavior (15 marks)
- b) Define customer satisfaction. Briefly outline four (4) consequences of customer satisfaction/dissatisfaction (5 marks)

Question 3

- a) Describe four (4) differences between organizational buyers and individual consumers (8 marks)
- b) Assuming you have developed a new product/service, explain how you would use reference groups in consumer behavior formation towards your product/service. (4 marks)
- c) Identify and describe four (4) travel typologies (8 marks)

Question 4

- a) Explain four (4) types of buying situations (8 marks)
- b) Outline factors influencing the consumer decision making process (5 marks)
- c) Explain three (3) ways in which consumer beliefs occur (7 marks)

Question 5

- a) You are a new entrant in the hospitality industry with a tours and travel firm. Discuss five (5) ways in which you would use to change the customers attitudes from your existing competitors (10 marks)
- b) Identify five (5) characteristics of business tourism (5 marks)
- c) Explain the formation of travel motivations (5 marks)