



MACHAKOS UNIVERSITY

University Examinations 2019/2020 Academic Year

SCHOOL OF HOSPITALITY AND TOURISM MANAGEMENT

DEPARTMENT OF HOSPITALITY MANAGEMENT

FOURTH YEAR FIRST SEMESTER EXAMINATION FOR

BACHELOR OF SCIENCE IN HOSPITALITY AND TOURISM MANAGEMENT

BHT 415-4: HOSPITALITY PRODUCT MARKETING

DATE: 3/12/2019

TIME: 2.00-4.00 PM

INSTRUCTIONS

Answer Question One and Any Other Two Questions

QUESTION ONE (30 MARKS)

- a) Define the term marketing as used in Hospitality and Tourism (2 marks)
- b) Explain the differences between a product and a service in Hospitality and Tourism.(4 marks)
- c) Describe the new product development process in marketing. (4 marks)
- d) Highlight the life cycle of a product in Hospitality and Tourism marketing. (4 marks)
- e) Outline any four components of the marketing mix within the hospitality industry (4 marks)
- f) List and explain FOUR external and internal factors to be considered when setting price (8 marks)
- g) Mention any FOUR marketing communication objectives. (4 marks)

QUESTION TWO (20 MARKS)

- a) Discuss in details EIGHT roles of intermediaries in marketing in Hospitality and Tourism. (16 marks)
- b) State FOUR reasons for service failures in Hospitality and Tourism. (4 marks)

QUESTION THREE (20 MARKS)

A company's marketing environment consists of the factors and forces outside marketing that affect marketing management ability to build and maintain successful relationship with target customers. Discuss in details using examples micro and macro environment in marketing.

QUESTION FOUR (20 MARKS)

- a) Discuss the Marketing planning process as applied in Hospitality and Tourism. (10 marks)
- b) The marketing research process has five steps. Mention and discuss each process. (10 marks)

QUESTION FIVE (20 MARKS)

- a) These are the alternative concepts or philosophies under which organizations conduct their marketing activities. List and explain the FIVE concepts in marketing. (10 marks)
- b) Describe in detail the marketing research process as applied in Hospitality and Tourism. (10 marks)