



# MACHAKOS UNIVERSITY

University Examinations 2020/2021 Academic Year

SCHOOL OF HOSPITALITY AND TOURISM MANAGEMENT

DEPARTMENT OF HOSPITALITY MANAGEMENT

FOURTH YEAR FIRST SEMESTER EXAMINATION FOR

BACHELOR OF SCIENCE (HOSPITALITY AND TOURISM MANAGEMENT)

BTM 415-4: PRODUCT MARKETING IN HOSPITALITY

DATE: 30/3/2021

TIME: 2.00-4.00 PM

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## INSTRUCTIONS

This paper consists of FIVE Questions

Answer Question One (Compulsory) and any other Two questions

### QUESTION ONE (COMPULSORY) (30 MARKS)

- a) Define the term Marketing. (2 marks)
- b) Highlight THREE ways in which the internet has influenced marketing activities of tour operators. (6 marks)
- c) Explain four reasons that should make it necessary for a tourism organization to scan its marketing environment. (4 marks)
- d) Outline THREE factors to consider when deciding on the best distribution channel. (6 marks)
- e) ABC Tours Limited intends to segment the tourist market for its products using the behaviors of the potential tourist. Highlight the criteria that the firm would use to undertake this exercise. (8 marks)
- f) Njengo Tours Limited has decided to adjust the prices of its products downward. Explain four reasons that may account for this move. (4 marks)

### SECTION B: ANSWER ANY OTHER TWO QUESTIONS (40 MARKS)

#### QUESTION TWO (20 MARKS)

- a) Tourism is often referred to as a service industry. Describe five characteristics that would justify this classification. (10 marks)
- b) Explain five factors that influence buyer behavior. (10 marks)

**QUESTION THREE (20 MARKS)**

- a) Discuss 5 functions of advertising in a business set up. (10 marks)
- b) Discuss in details Michael porters' generic strategies in marketing. (10 marks)

**QUESTION FOUR (20 MARKS)**

- a) Making a good first impression is very important when visiting a potential new customer. Outline six ways in which you would prepare for and conduct such a visit. (10 marks)
- b) Marketing communication is very important factor that needs to be considered by any firm. Using relevant examples discuss five importance of marketing communication. (10 marks)

**QUESTION FIVE (20 MARKS)**

- a) Marketing research is a crucial exercise by all tourism firms. Discuss the various stages involved in the marketing research process. (10 marks)
- b) With and aid of a diagram discuss the Ansoffs product/market mix. (10 marks)