



MACHAKOS UNIVERSITY

University Examinations 2020/2021 Academic Year

SCHOOL OF HOSPITALITY AND TOURISM MANAGEMENT

DEPARTMENT OF HOSPITALITY MANAGEMENT

FIRST YEAR SECOND SEMESTER EXAMINATION FOR

BACHELOR OF SCIENCE (HOSPITALITY AND TOURISM MANAGEMENT

HTM 112-1 HOSPITALITY AND TOURISM MARKETING.

DATE: 14/6/2021

TIME: 2.00-4.00 PM

INSTRUCTIONS

Answer Question **One** (Compulsory) and any other **Two** questions

QUESTION ONE (COMPULSORY) (30 MARKS)

- a) Define the following terms used in marketing;
- i) Market
 - ii) Consumer behavior
 - iii) Market Segmenting
 - iv) Market Targeting
 - v) Market Positioning (10 marks)
- b) State four types of marketing communication mix. (4 marks)
- c) Explain three the Micro environment in marketing process (6 marks)
- d) Explain in detail five various marketing strategies that a marketer should put in place at Maturity Phase. (10 marks)

QUESTION TWO (20 MARKS)

- a) To reduce marketing costs and avoid adverts going to customers who would not be interested in the products, organizations spend large amounts of time and money segmenting the market. Explain the different bases of segmentations that help marketing managers define their target markets. (12 marks)
- b) With an aid of a diagram discuss in detail the product lifecycle. (8 marks)

QUESTION THREE (20 MARKS)

Marketing entails understanding your consumers. Every time a customer purchases a meal in a restaurant, they will have gone through distinct steps called the “customer decision making process”. Explain the five steps they go through with an explanation of the term as well as an example from hospitality perspective.

QUESTION FOUR (20 MARKS)

- a) Having a greater understanding of your customer is critical for hotels and restaurants and to do that they need to carry out market research.
- i) Define primary research as a method with the costs and benefits of using this technique. (5 marks)
- ii) Define secondary research as another method with the costs and benefits of using this technique. (5 marks)
- b) Marketing is expensive. A failed marketing effort can cause severe damage to a firm. Before undertaking a marketing programme, a firm should analyze the market, the competition and other environmental factors. Discuss in detail. (10 marks)

QUESTION FIVE (20 MARKS)

- a) Customers may choose one hotel rather than another simply because of the quality of their website. Explain why internet marketing has become so widely used by hotels. (10 marks)
- b) Explain different marketing concepts under which organizations conduct their marketing activities. (10 marks)