



MACHAKOS UNIVERSITY
University Examination for 2020/2021 Academic Year
SCHOOL OF HOSPITALITY AND TOURISM MANAGEMENT
FOURTH YEAR SUPPLEMENTARY EXAMINATION FOR BACHELOR OF
SCIENCE IN HOSPITALITY AND TOURISM MANAGEMENT.
BTM 415-4 HOSPITALITY PRODUCT MARKETING.

DATE: _____ **TIME:** _____

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

QUESTION ONE

1. 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) State and explain **three** Micro environment in marketing process

(6 Marks)

e) Explain in detail **five** various marketing strategies that a marketer should put in place at Maturity Phase.

(10 Marks)

QUESTION TWO (20 MARKS)

2. a) Explain 4 different bases of segmentations that help marketing managers define their target markets. **(8 marks)**

- b) With an aid of a diagram discuss in detail the product lifecycle. **(12 marks)**

QUESTION THREE (20 MARKS)

- a) Explain Five barriers to effective Market Planning **(10 Marks)**
b) Analyze five micro environment forces that affect a company's ability to service customers. **(10 Marks)**

QUESTION FOUR (20 MARKS)

- a) Explain the 8 Ps of tourism Destination Marketing **(16 Marks)**
b) State four online methods used to build brand awareness. **(4 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) State and explain different marketing concepts under which organizations conduct their marketing activities. **(10 Marks)**