



# MACHAKOS UNIVERSITY

University Examinations 2018/2019

SCHOOL OF HOSPITALITY AND TOURISM MANAGEMENT

DEPARTMENT OF HOSPITALITY MANAGEMENT

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

HTM112-1: INTRODUCTION TO HOSPITALITY AND TOURISM MARKETING

DATE: 29/4/2019

TIME: 2.00-4.00 PM

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## INSTRUCTIONS

Answer Question One and Any Other Two Questions

### QUESTION ONE (30 MARKS) (Compulsory)

- a) Briefly describe the following concepts as used in marketing (5 marks)
- Demographic segmentation:
  - Geographic segmentation:
  - Psychographic segmentation :
  - Behaviouristic segmentation:
  - segmentation:
- b) Describe the general pricing approaches. (4 marks)
- c) List down some of the factors to consider while setting price . (6 marks)
- d) What are the three objectives of advertising? (6 marks)
- e) Outline the roles of intermediaries in marketing (4 marks)
- f) What are the various factors to consider while selecting a target market? (5 marks)

### QUESTION TWO (20 MARKS)

- a) Marketing is an important activity in selling of products and services. In details discuss the five steps of marketing research process. (10 marks)

- b) Describe the micro and macro environmental factors to consider when scanning the marketing environment. (10 marks)

**QUESTION THREE (20 MARKS)**

- a) List down and explain the different stages of product life cycle. (10 marks)
- b) Explain in details the various characteristics of service in the hospitality industry (10 marks)

**QUESTION FOUR (20 MARKS)**

- a) Marketing entails understanding your consumers, briefly describe the buyer decision behavior. (10 marks)
- b) Discuss the 4 Ps of marketing and their relevance in the hospitality industry. (10 marks)

**QUESTION FIVE (20 MARKS)**

- a) Discuss functions of advertising in a business set up. (10 marks)
- b) Discuss in details the five concepts/ philosophies of marketing. (10 marks)