



MACHAKOS UNIVERSITY

University Examinations for 2024/2025 Academic Year

SCHOOL OF BUSINESS, ECONOMICS, HOSPITALITY AND TOURISM MANAGEMENT

DEPARTMENT OF HOSPITALITY AND TOURISM

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

SHT 403: PRODUCT MARKETING IN HOSPITALITY AND TOURISM

DATE:

TIME:

INSTRUCTIONS:

*Answer question **ONE** (Compulsory) and any other **TWO** questions*

QUESTION ONE (30 MARKS)

- a) Demonstrate your understanding of:
 - i) Branding
 - ii) Brand Equity
 - iii) Brand portfolio (6 Marks)
- b) With the aid of illustrations, describe the product life cycle in Tourism and Hospitality? (10 Marks)
- c) Explain the product development process in Tourism and Hospitality. (8 Marks)
- d) Alpha Limited, an International tour company is opening a branch in Kenya. As one of its marketing consultants. Advise the management on three bases to adopt in segmenting the Kenyan market. (6 Marks)

QUESTION TWO (20 MARKS)

- a) "A product is defined as anything that can be offered to a market for attention, acquisition, use or consumption that might satisfy a want or a need". Identify and explain the levels in tourism and hospitality products. (8 Marks)
- b) Travel tour operators have introduced its tour vans in a new route to boost its income. Discuss six (6) reasons why this move may fail to realize the intended results. (12 Marks)

QUESTION THREE (20 MARKS)

- a) Explain five reasons why marketing plans fail within the hospitality and Tourism industry. (10 Marks)
- b) Marketers are today faced with a mirage of challenges that never existed in the past. Discuss Five (5) of these challenges. (10 Marks)

QUESTION FOUR (20 MARKS)

- a) Unga Ltd has recently opened a subsidiary in South Sudan. Elaborate on any four (4) types of markets the Company is targeting in that country. (4 Marks)
- b) XYZ has opened a new hotel in Nyeri County. Describe the process that the consumers will undergo before they accept to patronize the new hotel. (8 Marks)
- c) Product decline is the stage in the product life cycle where sales decline due to competition or weak products that may be costly to maintain. Explain four (4) strategies that an organization can adopt for a product that has reached this stage. (8 Marks)

QUESTION FIVE (20 MARKS)

- a) Discuss the term Marketing Research? (2 marks)

- b) Marketing research is related to the Extended Marketing Mix; explain your understanding of the Marketing Mix in Hospitality Marketing? (14 marks)
- c) Identify the steps in the Marketing Research process (4 marks)