



MACHAKOS UNIVERSITY

University Examinations for 2016/2017 Academic Year

SCHOOL OF BUSINESS AND ECONOMICS

DEPARTMENT OF BUSINESS ADMINISTRATION

FOURTH YEAR SECOND SEMESTER EXAMINATION FOR BACHELOR OF
COMMERCE

BBA 411: AGRICULTURAL MARKETING

DATE: 2/6/2017

TIME:

INSTRUCTIONS

Answer Question One And Any Other Two Questions

1. Scolastica Mwende has just finished her Bachelor of Commerce from AB C University. She is contemplating on self-employment by starting a business in Agriculture
 - (a) Explain to her ten (10) options that are available for her in the agricultural business. (20 marks)
 - (b) Discuss the problems found in marketing of agricultural products. (10 marks)

SECTION B: ANSWER ANY OTHER TWO QUESTIONS

2.
 - a) Explain the marketing agencies used in marketing of agricultural products. (10 marks)
 - b) Discuss the various marketing activities that can be found in an agri-business firm. (10 marks)
3.
 - a) Explain the marketing support services for agricultural products. (10 marks)
 - b) Analyse the role of cooperatives in agricultural marketing. (10 marks)
4. Discuss the characteristics of agricultural products and how they can be overcome for farmers to succeed. (20 marks)
5.
 - a) Explain the ways that the Agricultural Sector in Kenya can be improved to be Profitable. (10 marks)
 - b) Give reasons why most farms in Kenya perform poorly. (10 marks)



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DEPARTMENT OF BUSINESS ADMINISTRATION

FIRST YEAR SECOND SEMESTER EXAMINATION FOR DEGREE IN

BACHELOR OF SCIENCE IN HOSPITALITY MANAGEMENT

HTM 112: INTRODUCTION TO HOSPITALITY AND TOURISM MARKETING

DATE: 5/6/2017

TIME: 8:30 – 10:30 AM

INSTRUCTIONS

Question One is Compulsory. Answer Any Two Questions from Section B

1 Chipotle Mexican Grill

Chipotle opened in 1993 with a goal of serving fresh, gourmet quality food with reasonable prices. Chipotle is the dream and creation of Steve Ells. Steve after graduation had gone to San Francisco where his eyes opened to the field of hospitality catering. He says that he could watch the line of customers moving through the many restaurants on Mission Street. The food was simple and reasonably priced and he believed that with his knowledge he could make a superior product and capture the success of those restaurants in a big way.

The first Chipotle restaurant was opened in 1993 near the University of Denver. Opening night, they sold four hundred dollars worth of burritos and sales kept growing. They were successful from the beginning.

Steve says that food must complement and enhance its environment and not clash or harm the environment in which it exists.

He insists on the French tradition on cooking using fresh products not canned, frozen or freeze-dried. With an emphasis of good tasting food, quality and simplicity, Steve entered the natural food niche in restaurant operations. The aim was to review each ingredient used in Chipotle and explore the possibility of incorporating as many organic or naturally raised foods as possible. Steve insisted that suppliers of products like pork should be natural without use of hormones or antibiotics.

The restaurant environment was one of the key success factor. The kitchen and food preparation areas are right in front of customers and were designed to appeal to the senses. Customers observe freshness, cleanliness and variety. The art work of the restaurant is original designed to create attention.

The food at Chipotle is reasonably priced ranging from place to place. Thousands of promotional 'bucks' for one free burrito are given away each year. This leads to spread of word of mouth promotion. Loyalty is very high at Chipotle. Repeat customers are increasing and so too staff loyalty. The reason is due to , menu is focused, food refined, look distinctive, atmosphere eclectic creating Chipotle experiences. Quick service is key . Social networking has helped create awareness of the Chipotle restaurant. Chipotle engages colleges and universities to create adverts that are place in youtube and other social media.

- (a) Explain the factors that have made Chipotle restaurants to be a success. (20 marks)
- (b) Discuss the reasons that make customers make repeat visits to restaurants using Chipotle as an example. (10 marks)

SECTION B: ANSWER TWO QUESTIONS ONLY

- 2
- (a) Explain the following terms using examples:
 - (i) Needs
 - (ii) Wants
 - (iii) Demands
 - (iv) Markets
 - (v) Exchange(10 marks)

- (b) Discuss a company's micro (internal) environment. (10 marks)
- 3 (a) Explain the problems that one might encounter when using secondary data sources. (10 marks)
- (b) Explain five characteristics of good trained employees. (10 marks)
- 4 (a) Explain how a hotel manager can use the augmented product to attract more customers. (10 marks)
- (b) Explain the factors that affect price sensitivity of services. (10 marks)
- 5 (a) Highlight the customer promotion tools that a hospitality company can use to lure customers. (10 marks)
- (b) Outline the marketing intermediaries used in the hospitality industry. (10 marks)