



MACHAKOS UNIVERSITY COLLEGE

(A Constituent College of Kenyatta University)
University Examinations for 2015/2016 Academic Year

SCHOOL OF BUSINESS AND ECONOMICS

**DEPARTMENT OF BUSINESS ENTREPRENEURSHIP AND MANAGEMENT
SCIENCES**

**SECOND SEMESTER EXAMINATION FOR DEGREE IN
BACHELOR OF COMMERCE**

BHT 207: MARKETING FOR THE HOSPITALITY INDUSTRY

Date: 3/12/2015

Time: 2:00 – 4:00 PM

INSTRUCTIONS

Answer Question One and Any Other Two

- 1
 - (a) Discuss the marketing management philosophies. (10 marks)
 - (b) Hospitality services have specific characteristics. Discuss four unique characteristics of services. (8 marks)
 - (c) Discuss four macro-environmental factors that influence marketing process. (6 marks)
 - (d) Market segmentation contributes to the success in selling process. Explain the bases a marketer would use to segment markets. (6 marks)
- 2
 - (a) Selling is a process. Analyze the selling techniques used in the selling Process. (10 marks)
 - (b) In markets, products have a life cycle. Discuss the stages in product life cycle. (10 marks)
- 3
 - (a) Customer complaints enables marketers to understand the consumers. Explain five methods used in handling customer complaints. (10 marks)

- (b) Discuss the importance of marketing research to the hospitality industry. (10 marks)
- 4 (a) Explain the elements of marketing mix in hospitality industry. (10 marks)
- (b) In market segmentation, marketing managers use different levels to segment their markets. Discuss the levels of market segmentation. (10 marks)
- 5 (a) Discuss the causes of customer complaints in the hospitality industry. (10 marks)
- (b) Marketing research is a process. Explain the steps in marketing research. (10 marks)