



MACHAKOS UNIVERSITY

University Examinations 2019/2020 Academic Year

SCHOOL OF HOSPITALITY AND TOURISM MANAGEMENT

DEPARTMENT OF HOSPITALITY MANAGEMENT

FIRST YEAR SECOND SEMESTER EXAMINATION FOR

BACHELOR OF SCIENCE IN HOSPITALITY AND TOURISM MANAGEMENT

HTM 112-1: HOSPITALITY AND TOURISM MARKETING

DATE: 7/12/2020

TIME: 2.00-4.00 PM

INSTRUCTIONS

Answer Question One and Any Other Two Questions

SECTION A: COMPULSORY

QUESTION ONE (30 MARKS)

- a) Define the following terms used in marketing;
 - i) Market
 - ii) Marketing
 - iii) Market Management
 - iv) Market Segment
 - v) Market Positioning (5 marks)
- b) State and explain the Micro environment in marketing process (5 marks)
- c) Briefly explain Four types of marketing communication mix. (8 marks)
- d) Briefly explain Five different objectives of marketing communication in hospitality industry. (5 marks)
- e) Elaborate seven different functions of marketing intermediaries in hospitality marketing. (7 marks)

SECTION B: ANSWER ANY OTHER TWO QUESTIONS

QUESTION TWO (20 MARKS)

- a) With an aid of a diagram discuss in detail the product lifecycle. (10 marks)
- b) Explain in detail the various marketing strategies that a marketer should put in place at Maturity Phase. (10 marks)

QUESTION THREE (20 MARKS)

- a) Marketing entails understanding your consumers, briefly describe the buyers' decision making process. (10 marks)
- b) Explain **Five** different characteristics of service marketing. (10 marks)

QUESTION FOUR (20 MARKS)

- a) Marketing is expensive. A failed marketing effort can cause severe damage to a firm. Before undertaking a marketing programme, a firm should analyze the market, the competition and other environmental factors. Discuss. (10 marks)
- b) Briefly explain **Five** different characteristics of a buyer in marketing. (10 marks)

QUESTION FIVE (20 MARKS)

- a) State and explain the 8 P's of marketing. (10 marks)
- b) State and explain different marketing concepts under which organizations conduct their marketing activities. (10 marks)