



DHIM 032 Main Exams

(University of Choice)

**MASINDE MULIRO UNIVERSITY OF
SCIENCE AND TECHNOLOGY
(MMUST)**

MAIN CAMPUS

UNIVERSITY EXAMINATIONS

2021/2022 ACADEMIC YEAR

FIRST YEAR, SECOND SEMESTER MAIN EXAMINATIONS

FOR THE DIPLOMA

IN

HOSPITALITY AND INSTITUTIONAL MANAGEMENT

COURSE CODE: DHIM 032

**COURSE TITLE: MARKETING HOTEL AND CATERING
SERVICES.**

DATE: 21ST APRIL 2022

TIME: 3.00 PM – 5.00 PM

INSTRUCTIONS TO CANDIDATES

Answer all questions in SECTION A and B

Answer two questions from section C.

MMUST observes ZERO tolerance to examination Cheating

This paper consists four printed Pages. Please Turn Over

SECTION A: Answer all questions (10 MARKS)

- 1) Which of the following will hinder a successful marketing planning?
 - A. Competition
 - B. Involvement of the senior management
 - C. Effective planning
 - D. Organizational and management acceptance
- 2) The following conditions must be fulfilled for an exchange to exist **EXCEPT** _____
 - A. There must be at least two parties
 - B. Each party has something of value for other party
 - C. Each party is capable of communication & delivery
 - D. Each party should take risk
- 3) _____ is/are benefit(s) that accrues from excellence customer service in hospitality?
 - A. More customers
 - B. Increased sales
 - C. Better brand image
 - D. All the above
- 4) Which of the statement(s) is **TRUE**?
 - A. Tourism product is predominantly a service product with the characteristics of intangibility, perisheability and inseparability
 - B. Marketing mix cannot be effective without a full understanding of the target market and the needs of each segment
 - C. Market research is the collection and analysis of data about customers and its use for management purposes
 - D. All the above.
- 5) A need can be described as;
 - A. State of deprivation of some basic satisfaction.
 - B. Desire for specific satisfier.
 - C. Requirement for a specific product backed up by ability and willingness to buy.
 - D. Something that is valuable in life.
- 6) Pricing of hospitality products can be determined by?
 - A. Demand of the product
 - B. Competition from other players

- C. The political state of the country
D. All the above.
- 7) _____ is a motivation of an allocentric traveler.
A. Religious pilgrimages or inspirations.
B. Participation in sports events and activities
C. Gambling.
D. Business travel.
- 8) _____ is hospitality product.
A. Accommodation
B. Business.
C. Medication.
D. Education.
E. None the above.
- 9) Which of the following activities is **NOT** involved in the marketing process?
A. Situational analysis
B. Marketing mix decision
C. Marketing strategy
D. Marketing orientation.
- 10) Marketing can be classified in many ways, which one is **NOT**?
A. Business to Business
B. Customer to Customer
C. Business to customer
D. Product to product

SECTION B: Answer all questions. (30 MARKS)

- 11). a) Define the term Product risk (2 mks)
b) Explain the **FOUR** product risks associated with tourism products (4mks)
- 12) Identify any **SIX** political factors which affect hospitality business.(6 mks)
- 13) a) Define the term product life cycle.(1 mk)
b) Explain the **FIVE** stages of a tourism product life cycle.(5mks)
- 14) Explain the main concepts of marketing(6 mks)
- 15) Explain the 4Ps as used in marketing management(6 mks)