



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

**UNIVERSITY EXAMINATIONS
2021 /2022 ACADEMIC YEAR, MAIN EXAMINATIONS**

**THIRD YEAR, SECOND SEMESTER,
FOR THE DEGREE**

OF

BSc. HOSPITALITY AND INSTITUTIONAL MANAGEMENT

COURSE CODE: BHM 306

**COURSE TITLE: MARKETING HOTELS AND CATERING
SERVICES**

DATE: 28th April 2022 TIME: 12.00 - 2.00 PM

INSTRUCTIONS TO CANDIDATES

Answer **ALL** questions in SECTION A and B
Answer only **TWO** questions in SECTION C
Read additional instructions under various sections

TIME: 2Hours

MMUST observes ZERO tolerance to examination cheating

SECTION A INSTRUCTION: (Answer ALL questions from this section, each question carries one mark.) (10 marks)

1. Which of the following definitions suits the word timing in marketing, it is a schedule;
 - A. or an arraignment on when something should happen or to be done
 - B. of arraignment on when something should happen or to be done.
 - C. of procedurefor when something should happen or to be done.
 - D. or an arraignment for when something should start.

2. Identify a disadvantage of timing from the list below.
 - A. Leads to adequate delivery of the information because only few people who aretargeted are reached.
 - B. Able to position your products or services because the brand will not be well unknown therefore competitors gain more advantage than you.
 - C. Timing is expensive.
 - D. It is a tough arraignment.

3. Which of the following is **NOT** an aim of planning and design of facilities.
 - A. Designing and planning of the menu.
 - B. It includes planning for type of equipment's and raw material being used.
 - C. It includes planning of events and conventions.
 - D. It includes evaluation of processes.

4. From the list below, identify an objective of promotions.
 - A. To present information to the customers and others
 - B. To decrease demand
 - C. To differentiate an opinions.
 - D. To identify a market.

5. Identify one which is a classification of events.
 - A. Major events.
 - B. Applied events.
 - C. Moderated events.
 - D. Directional events.

6. Identify an advantage of vending machines, it is convenient for the;
 - A. Customers to buy the goods from the machines.
 - B. unskilled workers.
 - C. security of the organizations.
 - D. management.

7. Which one of the following is**NOT**one of catering cycle stages?
 - A. Formulation of policies.
 - B. Interpretation of demand.
 - C. Interpretation of plans.
 - D. Planning and design of facilities.

8. Which of the following is an importance of quality in hospitality industry, gaining;
 - A. more employees.
 - B. more strategies.

- C. competitive advantage.
 - D. Gaining more knowledge and skills.
9. The following is **CORRECT** about software programmer in hospitality marketing, the majority of buying process is;
- A. over used.
 - B. difficult.
 - C. now conventional.
 - D. now online.
10. Choose one which is **NOT** a personnel under customer care.
- A. Valet.
 - B. Vellum.
 - C. Concierge.
 - D. Front desk receptionist.

SECTION B (Answer ALL questions in this section, each question carry SIX marks)

(30 marks)

11. Explain **SIX** food service operations concerns.(6 marks)
12. State **SIX** challenges encountered in marketing.(6 marks)
- 13 Outline **SIX** types of contactless payments.(6 marks)
14. Explain **SIX** effects of not marketing events and entertainments.(6 marks)
15. a) Highlight **TWO** advantages of vending machines.(2 marks)
- b) Differentiate between account manager and account executive. (4 marks)

SECTION C (Answer ANY TWO questions from this section, each question carry 15 marks)(30 marks)

16. Discuss **TEN** types of events found in hotel and catering services.(15marks)
- 17 a) Hotel Jawaz would like to incorporate their marketing process to the expected Standard and has engaged you to take management through the expected process. Discuss (15 marks)
- 18 a) Describe **TEN** ways of entertainment.(10 marks)
- b) Explain **FIVE** key steps in a marketing plan. (5 marks)