



(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 DEGREE

OF

B.Sc. HOSPITALITY AND INSTITUTIONAL MANAGEMENT

COURSE CODE: BHM 108

COURSE TITLE: INTRODUCTION TO MARKETING

DATE: 29TH APRIL 2022

TIME: 8.00 AM – 10.00 AM

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 five printed Pages. Please Turn Over

SECTION A: Answer all questions (10 MARKS)

- 1) The term Marketing means;
 - A. The performance of business activities that direct the flow of goods and services from the producer to the consumers.
 - B. A social and managerial process by which individuals and groups obtain what they want through creating and exchanging products and value with others.
 - C. The action or business of promoting and selling products.
 - D. All the above.
- 2) _____ is NOT part of the market research process.
 - A. Identification of the objectives of the market research
 - B. Analyzing of the data collected
 - C. Implementation of the findings
 - D. Formulating the strategy
- 3) A good marketer should have the following qualities EXCEPT;
 - A. Excellent written and spoken communication skills
 - B. Creative and open Mind
 - C. Strong organizational and planning abilities
 - D. Excellent driving skills
- 4) Which of the following is a benefit that accrues from excellent customer service in hospitality?
 - A. Increased sales
 - B. Edge over competition.
 - C. Better brand image
 - D. All the above.
- 5) _____ can be used as a way of determining a price of hospitality product.
 - A. Demand of the product
 - B. Competition from other players
 - C. The state of the economy.
 - D. The political state of the country
- 6) Which of the following will influence a consumer behavior?
 - A. Purchasing power.
 - B. Marketing campaigns
 - C. Economic conditions.
 - D. All the above.

- 7) Successful marketing planning can be hindered by;
- A. Competition.
 - B. Involvement of the senior management.
 - C. Effective planning.
 - D. Organizational and management acceptance.
- 8) Which of the following is a promotional effect of tourism products?
- A. Makes customer aware of the available tourism products.
 - B. Increases the cost of the tourism products.
 - C. Controls pilferages in the organization.
 - D. All the above.
- 9) The functions of marketing management includes _____
- A. Fund investment.
 - B. Staff appraisals.
 - C. Standardization and grading of goods and services.
 - D. Enterprise resource planning(ERP)
- 10) For exchange to be realized, the following conditions have to be met, **EXCEPT**;
- A. Each party has something of value for other party.
 - B. Each party should be known to one another.
 - C. Each party believes it is appropriate to deal with the other party.
 - D. Each party is free to accept/ reject the exchange offer.

SECTION B: Answer all questions (30 MARKS)

- 11). Define the following terms as used in marketing management.(6 mks)
- a) Need.
 - b) Want
 - c) Demand.
 - d) Product.
 - e) Relationship.
 - f) Networking.

- 12) Highlight the differences between marketing processes and marketing orientation techniques. (6 mks)
- 13) State any **SIX** characteristics that make the hospitality products unique(6mks)
- 14) Explain **THREE** characteristics of market segment (6mks)
- 15) Outline **SIX** roles of marketing in a hotel.(6mks)

SECTION C: Answer two questions from this section, question 16 is compulsory. (30 MARKS)

- 16) a) What are business marketing utilities as used in marketing management? (3 mks)
b) Discuss the **FOUR** different types of business utilities. (12mks)
- 17) Marketing planning is crucial to organizational survival in an environment that is unpredictable and volatile.
 - a) State the consequences of lack of marketing planning(5 mks)
 - b) Explore **FIVE** functions of marketing planning to a business organization.(10mks)
- 18) a) Define the term marketing mix (3 mks)
b) Discuss the 4P's as used in marketing mix (12mks)