

2

BHM 107 Main Exams



(University of Choice)

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

MAIN CAMPUS

**UNIVERSITY EXAMINATIONS
2022/2023 ACADEMIC YEAR**

**FIRST YEAR, SECOND SEMESTER MAIN EXAMINATIONS
FOR THE DEGREE
OF**

B.Sc. HOSPITALITY AND INSTITUTIONAL MANAGEMENT

COURSE CODE: BHM 107

**COURSE TITLE: INTRODUCTION TO HOSPITALITY
MARKETING**

DATE: 20TH APRIL, 2023

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 four printed Pages. Please Turn Over

SECTION A: Answer all questions. (10 MARKS)

- 1) According to American Management Association, Marketing can be defined as _____
- A. The process of planning and executing the conception, pricing, promotion and distribution of ideas, goods and services to create exchanges that satisfy individual and organizational objectives”.
 - B. The science and art of exploring, creating, and delivering value to satisfy the needs of a target market at a profit. Marketing identifies unfulfilled needs and desires
 - C. The continuously involvement in initiating, conducting and finalizing transactions and exchange.
 - D. The social and managerial process by which individuals or firms obtain what they need or want through creating, offering, exchanging products of value with each other.
- 2) For exchange potential to exist, the following conditions must be fulfilled **EXCEPT**:
- A. Each party has something of value for other party.
 - B. Each party is capable of communication & delivery
 - C. The parties should be familiar to each other.
 - D. Each party believes it is appropriate to deal with the other party
- 3) Identify the right sequence followed in the marketing process.
- A. Marketing strategy, situation analysis, marketing mix decision, implementation and control.
 - B. Marketing mix decision, marketing strategy, situation analysis, implementation and control.
 - C. Situation analysis, marketing strategy, marketing mix decision, implementation and control.
 - D. Situation analysis, marketing mix decision, marketing strategy, implementation and control.
- 4) _____ is **NOT** a legal factor affecting a business marketing environment.
- A. Product regulations
 - B. Distribution of Wealth
 - C. Competitive regulations
 - D. Patent infringements

SECTION B: Answer all questions (30 MARKS)

- 11). Define the term marketing the following terms as used in marketing management.
- i. Need (1 mark)
 - ii. Want (1 mark)
 - iii. Demand (1 mark)
 - iv. Good (1 mark)
 - v. Service (1 mark)
 - vi. Value. (1 mark)
- 12). i. What is a consumer decision making process? (1 mark)
- ii. Identify the steps followed in the consumer decision making process (5 marks)
- 13). i. Define the term market targeting (1 mark)
- ii. Explain the **FIVE** types of market targeting (5 marks)
- 14). i. What is branding strategy (2 marks)
- ii. Identify **FOUR** branding strategies used in marketing (4 marks)
- 15). Describe the function of packaging (6 marks)

SECTION C; Answer two questions from this section (30 MARKS)

- 16) Studies reveal that different organizations have different perception of marketing which have led to the formation of different concept of marketing, studies also reveal that at least **five** distinct concepts of marketing have guided business firms in formulation of marketing strategies. Describe these concepts (15 marks)
- 17). i. Define the term marketing mix (1 mks)
- ii. Explain the 7P's as used in marketing mix (14mks)
- 18). i. What is sales management? (2 marks)
- ii. Why is sales management important to a hospitality enterprise? (7 marks)
- iii. Discuss the sales management techniques used in marketing. (6 marks)

- 5) A new product on the market may fail because of the following reasons **EXCEPT**:
- A. The altitude of the market
 - B. The product is not well designed.
 - C. Development costs are higher than expected.
 - D. Competitors fight back harder than expected.
- 6) During the maturity stage of a product life cycle, sales continue to increase but at a decreasing rate, which strategy can be employed to remedy this trend?
- A. Product modification
 - B. Employ more marketers.
 - C. Public Relations
 - D. All of the above.
- 7) _____ is **NOT** a component of physical distribution.
- A. Order processing
 - B. Inventory management.
 - C. Manufacturing of products
 - D. Determining of material handling system.
- 8) Which of the following is a customer segment pricing strategy?
- A. Product form pricing
 - B. Loss leader pricing
 - C. Cash rebates
 - D. Psychological discounting
- 9) Advertisement can be classified on the basis of: _____
- A. Demand of the product
 - B. Competition from other players
 - C. Desired responses
 - D. The political state of the country
- 10) _____ is a method of market research.
- A. Surveys
 - B. Focus groups
 - C. Observation
 - D. All the above.