



BHM 306 - Main Exams

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

MAIN CAMPUS

**UNIVERSITY EXAMINATIONS
2022/2023 ACADEMIC YEAR**

**THIRD YEAR, SECOND SEMESTER MAIN EXAMINATIONS
FOR THE DEGREE
OF
B.Sc. HOSPITALITY AND INSTITUTIONAL MANAGEMENT**

COURSE CODE: BHM 306

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

DATE: 20TH APRIL, 2023

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. Market repositioning means;
 - A. Changing of a company's existing brand or product status in the marketplace.
 - B. Outlining why your product is unique in comparison to market alternatives.
 - C. Making a company product to stand out and appeal to their target market more effectively.
 - D. Creating a specific image of a product via the combination of logos, taglines, slogans, and various advertising strategies.
2. Which of the following is **NOT** an important area to consider during product segmentation?
 - A. Demographic segmentation.
 - B. Psychographic segmentation.
 - C. Behavioral segmentation.
 - D. Socio – economic segmentation.
3. Which of the following statements is **TRUE** about marketing globalization?
 - A. It requires campaigns to use certain forms of currency or transactions that align with the purchasing preferences of specific demographic.
 - B. It's campaigns often consider the local cultures of their demographics to ensure that they are appealing to and respecting their ways of life.
 - C. Its campaign can have multiple translations to appeal to the different groups that may encounter the product.
 - D. It involves creating specific campaigns in the language of the target demographic, rather than creating a multi-use campaign format.
4. Which of the following is the **ODD** one out?
 - A. Metasearch.
 - B. Wholesalers.
 - C. Closed-circuit television (CCTV).
 - D. Online travel agencies (OATs).
5. _____ is an impediment to successful media planning.
 - A. Budget tracking
 - B. Platform preferences
 - C. Improved return on investment (ROI)
 - D. All of the above

6. _____ is a type of relationship marketing.
- A. Personal selling
 - B. Internal marketing
 - C. Proactive marketing
 - D. None of the above
7. The following are benefits that accrue from marketing planning **EXCEPT**: _____
- A. It forces management to reflect upon the future in a systematic way.
 - B. Requires experts in preparation.
 - C. Resources can be better balanced in relation to identified market opportunities.
 - D. A greater preparedness to accommodate change can be stimulated.
8. The key components of a successful internal marketing include: _____
- A. Motivation, reframing and empowerment of employee attitude.
 - B. Specific operational goals that support the strategy.
 - C. Alignment of the organization's purpose with employee behavior.
 - D. Retaining a positive customer experience throughout the business objectives.
9. Which of the following is a type of market positioning?
- A. Comparative positioning
 - B. Differentiation positioning
 - C. Segmentation positioning
 - D. Confused positioning
10. _____ is a meeting room set up style.
- A. Fish bone style
 - B. Random style
 - C. Alphabetical style
 - D. All of the above.

SECTION B: Answer all questions (30 MARKS)

11. Define the following terms
 - i. External marketing (2 marks)
 - ii. Internal marketing (2 marks)
 - iii. Interactive marketing (2 marks)
12. Explain any **THREE** marketing globalization strategies (6 marks)
13. Identify the **THREE** types of media that may be considered during media planning. (6 marks)
14. Highlight **SIX** market positioning strategies (6 marks)
15. State the **SIX** types of marketing promotion (6 marks)

SECTION C: Answer any two questions from this section. (30 MARKS)

16. In today's competitive and busy marketing landscape, media planning is essential. Marketers need to serve consumers with the right message, at the right time, on the right channel in order to see engagements. Discuss the essential steps a marketer must consider when creating a media plan (15 marks)
17.
 - i. What is marketing planning? (3 marks)
 - ii. Discuss the challenges affecting marketing planning (15 marks)
18. For hotels to enjoy maximum benefits from internal marketing, you have to build an effective strategy. Like any other marketing initiative, internal marketing requires time, attention, and care for its success. As the General manager of Frikass Hotel in Kakamega, discuss the strategies you will employ to ensure successful implementation of internal marketing in your hotel. (15 marks)