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(University of Choice)

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

MAIN CAMPUS

UNIVERSITY EXAMINATIONS

2022/2023 ACADEMIC YEAR

MAIN EXAMINATION

THIRD YEAR SECOND SEMESTER EXAMINATIONS

FOR DIPLOMA

OF

HOSPITALITY AND INSTITUTIONAL MANAGEMENT

COURSE CODE: DHIM 049

COURSE TITLE: HOSPITALITY SALES AND MARKETING

DATE: 27TH APRIL 2023

TIME: 8-10 A.M.

INSTRUCTIONS TO CANDIDATES

Answer all questions in SECTION A and B
Answer **ONLY TWO** questions in 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) Testing before launching a product is known as;
 - A) Concept testing.
 - B) Market test.
 - C) Test Marketing.
 - D) Acid Test.

- 2) In today's time marketing must be understood and developed as;
 - A) Getting the first mover's advantage.
 - B) Creating value for the customers.
 - C) Pushing for higher sales and profits.
 - D) Creating innovative products.

- 3) Which concept holds that consumers will favor the products that are easily available at an affordable price?
 - A) Production concept.
 - B) Product concept.
 - C) Marketing concept.
 - D) Production cost concept.

- 4) Catalogues, sponsored events, and digital media presence are closely associated with the marketing mix activity of?
 - A) Product development
 - B) Pricing
 - C) Promotion
 - D) Sales

- 5) In an organization strategic marketing planning must begin with;
 - A) Hiring a senior planning consultant.
 - B) Establishing organizational goals and objectives.
 - C) Writing the mission statement.
 - D) Writing the vision statement.

- 6) _____ is defined as a social and managerial process by which individuals and organizations obtain what they need and want through value creation and exchange.
- A) Selling
 - B) Advertising
 - C) Marketing
 - D) Negotiating
- 7) Which traits are desired of marketers today?
- A) Only creativity.
 - B) Only critical thinking.
 - C) Both creativity and critical thinking.
 - D) Neither creativity nor critical thinking.
- 8) Sales and Marketing Information supports _____ at the top management level;
- A) Pricing decisions.
 - B) Advertising decisions.
 - C) Incentive schemes for dealers.
 - D) Market Research.
- 9) Marketing strategy in which a firm sells different segments and offers different product is classified as;
- A) Individual marketing.
 - B) Differentiated marketing.
 - C) Mass marketing.
 - D) Niche marketing.
- 10) SWOT analysis is a diagnostic tool. What elements are this tool based on;
- A) Sustainability, Will, Objectives, Thoughts.
 - B) Strengths, Weaknesses, Opportunities, Threats.
 - C) Sustainability, Weaknesses, Objectives, Threats.
 - D) Strengths, Will, Opportunities, Thoughts.

SECTION B: THIS SECTION CONTAINS FIVE QUESTIONS EACH SIX (6) MARKS. ANSWER ALL QUESTIONS. (30 MARKS)

- 11) Outline **SIX** features of Good Public Relations. (6 Marks)
- 12) Differentiate the following forms of Marketing (6 Marks)
- a) Mass Marketing
 - b) Product-Variety Marketing
 - a) Micro Marketing
- 13) Outline the **SIX** roles of a Marketing research in reducing uncertainty that may influence the outcome of marketing programme. (6 Marks)
- 14) Define the following terms; (6 Marks)
- a) Coupons
 - b) Brand
 - c) Service Culture
 - d) Sales promotion
 - e) Samples
 - f) Target Market
- 15) Outline **THREE** sales promotion strategies that a business may develop to draw and retain current customers. (6 Marks)

SECTION C: THIS SECTION CONTAINS THREE QUESTIONS EACH FIFTEEN (15) MARKS. ANSWER ANY TWO. (30 MARKS)

- 16) Explain the Social Media Techniques that hotels can use to their advantage. (15 Marks)
- 17) Using an illustration, describe the components of the marketing SWOT matrix. (15 Marks)
- 18) Major Hotels to ensure sustained business operation in the market, seek to win customers and out-perform competitors. Discuss. (15 Marks)