



TECHNICAL UNIVERSITY OF MOMBASA
Faculty of Business & Social Studies

DEPARTMENT OF HOSPITALITY & TOURISM

DIPLOMA IN HOTEL AND INSTITUTIONAL MANAGEMENT
(DHIM M13)

BMK 2330: HOSPITALITY MARKETING

END OF SEMESTER EXAMINATIONS

SERIES: APRIL 2015

TIME: 2 HOURS

INSTRUCTIONS:

- This paper consists of Sections **A** and **B**.
- Section **A** is **Compulsory**. Answer any **TWO** questions in Section **B**.
- Mobile phones are not allowed into the examination room.
- Cheating leads to disqualification.
- *This paper consists of Two printed pages.*

SECTION A (Compulsory) 30 Marks

QUESTION 1

- a) Briefly explain the following terms as used in hospitality marketing:
- i) Relationship marketing
 - ii) Market segmentation
 - iii) Marketing concept
 - iv) Target market
 - v) Product life cycle. (10 marks)
- b) Briefly explain **FIVE** practices that are important to marketers in ensuring their ethical and social responsibility. (10 marks)
- c) Highlight factors that can influence demand for products and services in the hospitality sector. (10 marks)

SECTION B (Answer any **TWO** questions) 40 Marks

QUESTION 2

- a) Explain **FIVE** characteristics of hospitality services that make them unique and different from manufactured goods. (10 marks)
- b) For each of the hospitality services characteristic identified in questions 2 (a), explain at least **TWO** strategies that can be used to tackle marketing challenges brought about by such uniqueness. (10 marks)

QUESTION 3

- a) Briefly explain **FIVE** roles of marketing that are key in ensuring hospitality products remain competitive in the market. (10 marks)
- b) Highlight **TEN** tactics that hospitality marketers can use to manage relationship marketing with their customers. (10 marks)

QUESTION 4

- a) With the use of a diagram, briefly explain the service marketing triangle. (10 marks)
- b) Explain the relevance of the service marketing triangle to the hospitality marketers. (10 marks)

QUESTION 5

- a) Explain **FIVE** bases for market segmentation in the hospitality industry. (10 marks)
- b) Briefly explain the different stages of a new product development process. (10 marks)