



TECHNICAL UNIVERSITY OF MOMBASA
Faculty of Business & Social Studies

DEPARTMENT OF HOSPITALITY & TOURISM

DIPLOMA IN HOTEL AND INSTITUTIONAL MANAGEMENT
(DHIM J13)

BMK 2330: HOSPITALITY MARKETING

SPECIAL/SUPPLEMENTARY EXAMINATIONS

SERIES: FEBRUARY 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) A local confectionary has decided to sell its baked goods through its website. To ensure that as many people as possible are told about the new store, the marketing communications director is appearing on a noon talk show to offer incentives to people placing orders on the website the first day. Identify and explain **THREE** marketing mix elements to be coordinated in this situation. **(10 marks)**
- b) Highlight the characteristics of a good market segment. **(10 marks)**
- c) Briefly describe the **FIVE** steps in tourism consumer buying process. **(10 marks)**

SECTION B (Answer any TWO questions) 40 Marks

QUESTION 2

Name and explain the marketing concepts which have characterized the lead to the use of a fully integrated marketing approach in the modern time. **(20 marks)**

QUESTION 3

Discuss the external factors that can influence marketing activities of a hospitality establishment. **(20 marks)**

QUESTION 4

- a) Identify and explain the risks associated with purchase of a hospitality product. **(10 marks)**
- b) As a Manager in hospitality, discuss the various ways you can use to reduce the risk in a) above. **(10 marks)**

QUESTION 5

“The hospitality product has unique characteristics that pose challenges to marketers”. Discuss. **(20 marks)**