



**TECHNICAL UNIVERSITY OF MOMBASA**  
***School of Humanities & Social Studies***

DEPARTMENT OF HOSPITALITY & TOURISM

DIPLOMA IN HOTEL AND INSTITUTIONAL MANAGEMENT  
(DHIM M13)

**BMK 2330: HOSPITALITY MARKETING**

SPECIAL/SUPPLEMENTARY EXAMINATIONS

**SERIES:** JUNE/JULY 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) Define the following terms as used in hospitality marketing:
- i) Customer need
  - ii) Demand
  - iii) Marketing
  - iv) Product
  - v) Market
- (10 marks)
- b) Explain **FIVE** roles that marketing play in the success of hospitality organizations. (10 marks)
- c) Explain **FIVE** challenges faced in marketing of hospitality products and services. (10 marks)

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

### QUESTION 2

- a) Briefly explain the different stages of a hospitality product life cycle. (10 marks)
- b) Explain **FIVE** options that hospitality marketers may have during the decline stage of a product that can lengthen the life of that product in the market. (10 marks)

### QUESTION 3

Hospitality marketers are constantly working against various forces both internally and externally in the marketing environment. However, if these forces are managed correctly, it could open up many opportunities to hospitality businesses. Discuss. (20 marks)

### QUESTION 4

- a) Briefly discuss **FIVE** current issues that are shaping the future of marketing in hospitality industry. (10 marks)
- b) Explain **FIVE** factors that influences the behaviour and eventually the buying decisions of consumers in the hospitality industry. (10 marks)

### QUESTION 5

- a) Briefly discuss the **FIVE** marketing concepts. (10 marks)
- b) Explain the traditional marketing Ps in the context of hospitality marketing. (10 marks)