



TECHNICAL UNIVERSITY OF MOMBASA

SCHOOL OF HUMANITIES AND SOCIAL SCIENCES
DEPARTMENT OF HOSPITALITY & TOURISM
UNIVERSITY EXAMINATION FOR THE DIPLOMA IN:
DIPLOMA IN HOTEL AND INSTITUTIONAL MANAGEMENT
(DHIMS14/M14)
BMK 2330: HOSPITALITY MARKETING
END OF SEMESTER EXAMINATION
SERIES: MAY 2016
TIME: 2 HOURS
DATE: Pick Date May 2016

Instructions to Candidates

You should have the following for this examination

-Answer Booklet, examination pass and student ID

This paper consists of **FIVE** questions. Attempt **Choose** instruction.

Do not write on the question paper.

SECTION A (Answer ALL the questions)

30 POINTS

1. a) Describe any 3 disadvantages of production oriented organizations. (6mks)
- b) Explain the following criteria used to screen potential target market. .
- i) Homogeneous
 - ii) Measurable
 - iii) Accessible (6mks)
- c) Explain 3 important factors that make societal marketing the best concept of the 21st century. (6mks)
- d) Differentiate between the following:

i) Need and want

ii) Market and marketing (8mks)

e) State four groups of behavioral marketing segmentation in hospitality business. (4mks)

SECTION B

2. a) With a help of s diagram. Explain 5 important stages of the produce life cycle that products of hotels go through. (12mks)

b) A double room in a 5 star hotel may cost an equivalent of Ks. 25,000.00 Bed and breakfast in Kenya, the benefits that go with that room in relation to this is its value.

Describe four factors that would generate added value of this guest room. (8mks)

3. a) With examples for each, describe 5 competing concepts under which 5 star hotels conduct their marketing activities for their products and services. (10mks)

b) Consumer behavior refers to that behavior that consumer's exhibit while searching, purchasing, using, evaluating and disposing of goods and services.

Analyze any 5 external factors that influence consumer buying behavior in Hospitality Industry. (10mks)

4. a) Explain any 5 special characteristics of hospitality products. (10mks)

b) Describe 5 reasons for doing marketing research for hospitality industry. (10mks)

5. a) Explain 4 elements that make up marketing mix in hospitality industry. (8mks)

b) Describe 6 major differences between marketing service of hospitality business and marketing of products in manufacturing business. (12mks)