



TECHNICAL UNIVERSITY OF MOMBASA

SCHOOL OF HUMANITIES AND SOCIAL SCIENCES
DEPARTMENT OF HOSPITALITY & TOURISM MANAGEMENT
UNIVERSITY EXAMINATION FOR THE DEGREE OF:
BACHELOR OF TECHNOLOGY IN HOTEL AND HOSPITALITY
MANAGEMENT (BTHM S16)

BMK 4244: PRINCIPLES OF HOSPITALITY MARKETING

END OF SEMESTER EXAMINATION

SERIES: DECEMBER 2016

TIME: 2 HOURS

DATE: Pick Date **DECEMBER 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

QUESTION ONE

- a. Discuss the components and the role of a marketing information system for a major hospitality organization. (10 marks)
- b. Evaluate the characteristics of
 - i. Hospitality customer
 - ii. Organizational target markets. (10 marks)
- c. Discuss the elements of the hospitality product (5 marks)
- d. Evaluate the role of frequent guest programs in the international hotel industry. (5 marks)

SECTION B (Answer only TWO questions)

QUESTION TWO

Analyze a hospitality industry competitive environment using Porter's Five Forces model (20 Marks)

QUESTION THREE

Discuss differentiation and positioning strategies in the hospitality industry

(20 Marks)

QUESTION FOUR

Draw up a marketing research plan for the opening of a new restaurant in your neighborhood. (20 Marks)

QUESTION FIVE

Describe the segmentation variables that hospitality companies can use to ^{[[]]} ~~SEP~~ categorize potential customers.

(20 Marks)