

BHM 113

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**OFFICE OF THE DEPUTY PRINCIPAL
ACADEMICS, STUDENT AFFAIRS AND RESEARCH**

UNIVERSITY EXAMINATIONS

2017 /2018 ACADEMIC YEAR

FIRST YEAR SECOND SEMESTER REGULAR EXAMINATION

FOR THE DEGREE OF BACHELOR OF HOTEL & HOSPITALITY

COURSE CODE: BHM 113

COURSE TITLE: INTRODUCTION TO MARKETING

DATE: 23RD APRIL, 2018

TIME: 9 AM – 12 PM

INSTRUCTION TO CANDIDATES

- **SEE INSIDE**

THIS PAPER CONSISTS OF 5 PRINTED PAGES

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BHM 113: INTRODUCTION TO MARKETING**STREAM: BH&HM****DURATION: 3 Hours****INSTRUCTIONS TO CANDIDATES**

- i. Answer *Question ONE* and any other *TWO* questions
- ii. *Question ONE* carries 30 marks
- iii. Do not write on the question paper

Question One

The coastal region of Kenya has always been a choice destination of many holiday seekers and investors in tourism related business. Pwani Safaris is a tour company based in Mombasa and has been operating below capacity for the last four years. The board of directors is keen on revamping the firm and intends to hire an expert in marketing.

- (a) You are hired as a marketing expert and you think the company needs to re-evaluate its environment.
- (i) Describe to the Pwani Safaris marketing team four main features of a marketing environment. (4 Marks)
 - (ii) List any three publics to the team that the firm may encounter in the process of undertaking its business. (3 Marks)
- (b) (i) Socio-cultural forces have been instrumental in the growth of tourism around the coastal region of Kenya. Since this forces are dynamic and sometimes hard to predict their interaction with business. Describe to the Pwani Safaris marketing team any four socio-cultural elements of the business environment that they may need to pay attention to. (4 Marks)
- (ii) The natural environment at the coastal region of Kenya has always been and will remain a major attraction to visitors. But also there are natural factors that influence business favourably or unfavourably. Describe to the marketing team any four ways in which natural forces affect business activities. (4 Marks)
- (c) (i) As an expert you think the firm must undertake a marketing audit in order to understand the environment it operates in. State any five characteristics of a marketing audit (5 Marks)

- (ii) You think the firm need to understand its business environment better. Describe a SWOT analysis strategy to the Pwani Safaris board of directors. (10 Marks)

Question Two

You are invited by the Busia County Hotel and Hospitality students' business forum as a key note speaker. You realize that some of the attendees are highly motivated and intend to begin operating small businesses in the local environs they come from.

- (a) (i) Differentiate a human need from a want to the attendees. (2 Marks)
- (ii) Using relevant examples state to the attendees any four things that can be marketed. (4 Marks)
- (b) There are different philosophies that a firm can employ in undertaking its business. Describe to the attendees any four philosophies that can be adopted. (4 Marks)
- (c) Since they may be beginning their businesses for the first time, explain to the attendees at least five importance of marketing department in a firm. (10 Marks)

Question Three

In your interaction with Alupe University "Young Achievers" Club, you realize some members have a concern that you think is valid. Some members argue that the four Ps (4Ps) concept takes the seller's view of the market, not the buyer's view, a fact that seem to trouble other members.

- (a) As a marketing expert you know that from the buyer's viewpoint, in this age of customer value and relationships, the four Ps might be better described as the four Cs (4Cs). List the 4Ps with their corresponding 4Cs to "Young Achievers" members. (4 Marks)
- (b) Since the "Young Achievers" Club have just recruited new members you think it is important that they understand products from a business perspective. With clear illustration describe three levels of a product to them. (6 Marks)
- (c) Describe to the club members a product life cycle clearly showing its stages and what may be done when selling (10 Marks)

Question Four

Busia county Hospitality Sector Entrepreneurs (HSE) seek your advice on what to do in order for their businesses to be more competitive.

- (a) As an expert you realize that the entrepreneurs lack pricing objectives for their businesses. List any four possible pricing objectives they can set. (4 Marks)
- (b) Explain how the entrepreneurs would use the following types of pricing to get better returns (6 Marks)
- (i) Psychological pricing
 - (ii) Dual pricing/ discriminate pricing
 - (iii) Geographic pricing
- (c) Describe any five factors that may affect pricing decisions to the entrepreneurs. (10 Marks)

Question Five

A marketing intelligence system, which is a sub system of a marketing information system (MIS), is a set of procedures and data sources used by marketing managers to sift information from the environment that they can use in their decision making.

- (a) (i) Normally scanning of the business environment is used to gather information and can be undertaken in a variety of ways. Differentiate unfocused scanning from semi focused scanning. (4 Marks)
- (ii) Within the MIS there are means of interpreting information in order to give direction to decisions. List any four models that a business enterprise can use in its MIS subsystem (4 Marks)
- (b) Marketing research process includes the systematic identification, collection, analysis and distribution of information for the purpose of knowledge development and decision making. Briefly describe the following steps in a marketing research process.
- (i) Defining the problem (2 Marks)
 - (ii) Data collection (2 Marks)

- (c) (i) Describe any four roles of research information in marketing. (4 Marks)
- (ii) Despite marketing research experiencing a rapid growth many business enterprise still fail to use it sufficiently. Explain any four reasons why this is so. (4 Marks)

