

BHM 113



OFFICE OF THE DEPUTY PRINCIPAL

ACADEMICS, RESEARCH AND STUDENTS' AFFAIRS

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## UNIVERSITY EXAMINATIONS

### 2018 /2019 ACADEMIC YEAR

FIRST YEAR SECOND SEMESTER REGULAR EXAMINATION

### FOR THE DEGREE OF BACHELOR OF HOTEL AND HOSPITALITY MANAGEMENT

COURSE CODE: BHM 113

COURSE TITLE: INTRODUCTION TO MARKETING IN  
HOSPITALITY

DATE:17/4/19

TIME: 2.00-5.00 PM

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### INSTRUCTION TO CANDIDATES

- SEE INSIDE

THIS PAPER CONSISTS OF 5 PRINTED PAGES

PLEASE TURN OVER

**INSTRUCTIONS TO CANDIDATES**

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



**SECTION A**

**QUESTION ONE**

**(30 MARKS)**

Cheza Vema is a computer based game, designed and produced by students at Moi University School of Information Science. It is such an innovate and creative product with great potential. The game has been doing well in the domestic market but now faces competition from imported games from China. A consultant brought in to help feels they have a weak marketing mix strategy, and advised the School of Information Science to actively target schools. School of Information Science decides to hire a school liaison officer to help target and develop an effective marketing mix strategy Cheza Vema to school.

- (a) You have been hired as school liaison officer. You believe sales for Cheza Vema's are affected by lack of pricing objectives. List any four possible pricing objectives for Cheza Vema. **(4 marks)**
- (b) Explain how Cheza Vema would use the following pricing methods **(6 marks)**
- (i) Cost-plus pricing or Cost based pricing
  - (ii) Market oriented pricing
  - (iii) Following competitors
- (c) (i) You also discover that some members of your marketing team don't know whether Cheza vema is a product or service. With clear examples distinguish a product from a service. **(2 marks)**
- (ii) To make things more clearly describe four classes of consumer products to your marketing team. **(8 marks)**
- (d) (i) Name any two distribution channel participants **(2 marks)**
- (ii) Discuss any four functions of a distribution channel **(8 marks)**

**QUESTION TWO**

**(20 MARKS)**

As an expert in marketing you are to present a paper to university students taking business studies.

- (a) Describe to them what marketing management is and any five tasks of a marketing manager  
**(12 marks)**
- (b) Explain to the students any eight qualities of a marketing manager.  
**(8 marks)**

**QUESTION THREE**

**(20 MARKS)**

- (a) (i) A Public is any group that has an actual or potential interest in or impact on an organization's ability to achieve its objectives. List four publics that a business may be exposed to. **(4 marks)**
- (ii) Describe how competitors and marketing intermediaries may affect a business undertakes its operations. **(6 marks)**
- (b) Explain any five macro environmental factors that a business has to always watch out in their operation. **(10 marks)**

**QUESTION FOUR**

**(20 MARKS)**

As a teacher of business studies, you realize that some of your students in your class are highly motivated and intend to begin small businesses in their local towns.

- (a) Describe to the importance of understanding consumer behavior before venturing into business.  
**(10 marks)**
- (b) Describe to the students consumer decision making process. **(10 marks)**

**QUESTION FIVE**

**(20 MARKS)**

- (a) Within a Marketing Information System (MIS) there are means of interpreting information in order to give direction to decision.
  - (i) List any four models that a business enterprise can use in its MIS subsystem **(4 marks)**
  - (ii) Discuss any three steps a business may take to improve its marketing intelligence system  
**(6 marks)**
- (b) Describe any two marketing research approaches a business enterprise may adopt in preparation of a research plan **(2 marks)**

- (c) Despite marketing research experiencing a rapid growth many business enterprise still fail to use it sufficiently. Explain any four reasons why this is so. **(8 marks)**

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