



UNIVERSITY REGULAR EXAMINATIONS

2014/2015 ACADEMIC YEAR

3RD YEAR 1ST SEMESTER EXAMINATIONS

MAIN EXAMINATION

FOR THE DEGREE OF BACHELOR OF EDUCATION AND SOCIAL SCIENCE

COURSE CODE: BCM 351 E

COURSE TITLE: TOURISM AND HOSPITALITY MARKETING

DATE: 20th January 2015

TIME: 8.00-10.00 a.m.

INSTRUCTIONS TO CANDIDATES:

- Answer questions ONE (Compulsory) and any other four questions.

SECTION A COMPULSORY (30 MARKS)

Q1

- a) Identify FIVE categories of demand and the marketing task appropriate for each demand (5 marks)
- b) Highlight five different competing management philosophies (5 marks)
- c) List and explain the tasks of the marketing managers (5 marks)
- d) Explain any five elements of marketing communication in hospitality and tourism market (5 marks)
- e) What kind of decisions Hospitality managers when using marketing research (5 marks)
- f) Highlight the Hospitality consumer-decision- making process for a high involvement or high perceived risk product (5 marks)

SECTION B (40 MARKS) Answer any Four questions in this section

- Q2. List and explain the environmental influences on hospitality organizations (10 marks)
- Q3. Identify and discuss the hospitality marketing mix. (10 marks)
- Q4. Highlight the steps in the marketing process (10 marks)
- Q5. Describe the hospitality segmentation variables (10 marks)
- Q6. List and explain five positioning strategies in hospitality companies (10 marks)