



KIBABII UNIVERSITY COLLEGE

(A Constituent College of Masinde Muliro University of Science Technology)

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DEPARTMENT OF BUSINESS MANAGEMENT AND ECONOMICS

UNIVERSITY REGULAR EXAMINATIONS

2013 /2014 ACADEMIC YEAR

3RD YEAR 2ND SEMESTER EXAMINATIONS

(MAIN EXAMINATION)

FOR THE DEGREE OF BACHELOR OF

BUSINESS MANAGEMENT

COURSE CODE: BBM 351

COURSE TITLE: TOURISM AND HOSPITALITY MARKETING

DATE: 22ND APRIL 2014

TIME: 2:00P.M.-5:00P.M

INSTRUCTIONS TO CANDIDATES:

Answer ALL the questions in Section A(25Marks) and any THREE questions from Section B(45Marks)

SECTION A.

QUESTIONS ONE (COMPULSORY)

1. Define marketing and explain clearly the understanding of market demand in hospitality (5mks)
2. Define seasonality and explain circumstances when it occurs (5mks)
3. Highlight the role of marketing manager in Hospitality (5mks)
4. Explain the forms of hospitality ownership and affiliations (5mks)
5. Highlight the steps/stages in setting prices (5mks)

SECTION B.

Answer any three questions from this section.

6. Marketing is an outward looking business philosophy, marketers in hospitality need to understand and adapt to changes in the business environment, discuss (15mks)
7. Identify and discuss the logical sequence that can be followed during market segmentation in hospitality marketing (15mks)
8. Discuss the known positioning strategies in hospitality companies/industries (15mks)
9. Highlight the main classes of hospitality location (15mks)