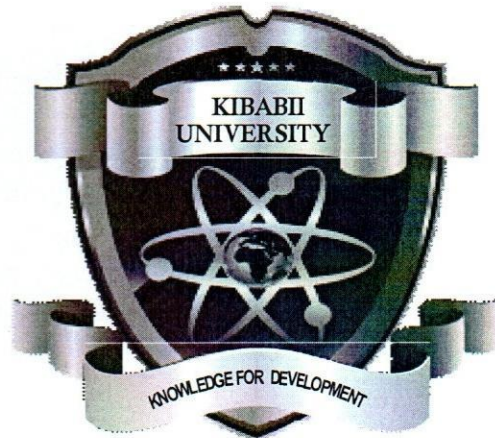


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KIBABII UNIVERSITY



UNIVERSITY EXAMINATIONS

MAIN EXAM

2020/2021 ACADEMIC YEAR

THIRD YEAR FIRST SEMESTER

FOR THE DEGREE OF BACHELOR OF COMMERCE

COURSE CODE: BCM 351E

COURSE TITLE: TOURISM AND HOSPITALITY MARKETING

DATE: 13/07/2021

TIME: 2.00PM-4.00PM

INSTRUCTIONS TO CANDIDATES

- 1) Answer Question **ONE**(Compulsory) and **ANY OTHER TWO** Questions
 - 2) Candidates must hand in their answer booklets to the invigilator while in the examination room
 - 3) Credit is given for legibility, clarity and use of relevant examples
 - 4) Question **ONE** is **30 marks** while Questions **2-5** carry **20 marks** each
 - 5) Clearly write your **Registration Number** on each answer sheet used
-

TIME: 2 Hours

KIBU observes ZERO tolerance to examination cheating

Question One

- a) An entrepreneur has asked for advice on long-term strategy concerning a restaurant they are planning to open. Explain how products go through four distinct steps within their life cycle and give advice on how to increase sales at each stage in the future. (10mks)
- b) Service products differ significantly from manufactured products. Explain the four characteristics of a service product, in each case give a hotel example as to how an organization could take advantage of the characteristic to enhance their competitiveness. (12mks)
- c) Many developing countries promote themselves as a tourist destination to improve the national economy. Give advice on the five benefits of tourism and why they should invest in marketing themselves to hotel chains and tour operators. (8mks)

Question Two

- a) Explain the six stages that a newly introduced menu item will go through in the market place and the possible marketing strategies that can be adopted to each stage. (12marks)
- b) Describe five challenges to marketing in the hospitality and tourism industry. (8 Marks)

Question Three

- a) Discuss five psychological factors that influence consumer buying behavior. Give examples in each case. (10 Marks)
- b) When launching a new package holiday, deciding on the price is a critical factor. Write a report in which you advise the travel agent manager on any five different pricing strategies available to them. For each strategy give a practical explanation on how to implement. (10 Marks)

Question Four

- a) To buy a package holiday, a customer will have considered five steps in the Customer Decision Making Process. Explain these steps and include examples in your answer. (10 Marks)
- b) Public relations can be used by any size hotel business to increase sales. Discuss five different techniques currently used by the hospitality industry. Include examples in your answer. (10 Marks)

Question Five

- a) Social media has meant direct marketing has become much more important for hoteliers as a method to gain new customers. Describe five reasons why direct communication is advantageous compared to mass marketing. (10 Marks)
- b) An efficient and attractive website is critical for businesses. Explain why internet marketing has become so widely used by hotels and give four benefits of doing so. (8mks)