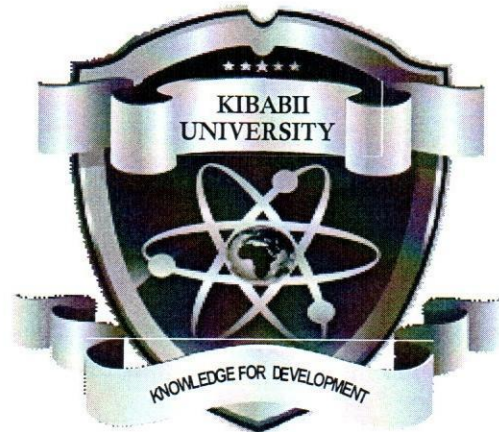


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KIBABII UNIVERSITY



UNIVERSITY EXAMINATIONS

SPECIAL/SUPPLEMENTARY EXAMINATION

2020/2021 ACADEMIC YEAR

THIRD YEAR FIRST SEMESTER

**FOR THE DEGREE OF BACHELOR OF
COMMERCE**

COURSE CODE: BCM 351E

COURSE TITLE: TOURISM AND HOSPITALITY MANAGEMENT

DATE: 10/01/2022

TIME: 8.00 – 10.00AM

INSTRUCTIONS TO CANDIDATES

Answer Question ONE (compulsory) and ANY OTHER TWO questions

SECTION A COMPULSORY (30 MARKS)

QUESTION ONE

- a) Identify and explain FIVE categories of demand and the marketing task appropriate for each demand (10 marks)
- b) Highlight five different competing management philosophies (5 marks)
- c) Explain the tasks of the marketing managers in the hospitality and tourism industry (5 marks)
- d) Explain any five elements of marketing communication in hospitality and tourism market (10 marks)

QUESTION TWO

- a) Discuss the environmental influences on hospitality organizations as pertains to marketing (10 marks)
- b) Highlight the Hospitality consumer-decision- making process for a high involvement or high perceived risk product (10 marks)

QUESTION THREE

- a) Identify and discuss the hospitality marketing mix giving examples as applicable. (10 marks)
- b) What kind of decisions do hospitality managers face when undertaking marketing research (10 marks)

QUESTION FOUR

- a) Highlight the steps in the marketing process as applicable in hospitality and tourism industry (10 marks)
- b) Describe the hospitality segmentation variables (10 marks)