



MURANG'A UNIVERSITY OF TECHNOLOGY

SCHOOL OF HOSPITALITY AND TOURISM MANAGEMENT

DEPARTMENT OF HOSPITALITY MANAGEMENT

UNIVERSITY ORDINARY EXAMINATION

2018/2019 ACADEMIC YEAR

**THIRD YEAR FIRST SEMESTER EXAMINATION FOR, DIPLOMA IN
HOSPITALITY MANAGEMENT**

DHM 083 – PRINCIPLES OF MARKETING

DURATION: 2 HOURS

DATE:

TIME:

Instructions to candidates:

1. Answer question One and Any Other Two questions
2. Mobile phones are not allowed in the examination room.
3. You are not allowed to write on this examination question paper.

SECTION A: ANSWER ALL QUESTIONS IN THIS SECTION

QUESTION ONE (30 MARKS)

- a) Define the following terms:
 - i. Marketing (2 marks)
 - ii. Relationship marketing (2 marks)
 - iii. Market segmentation (2 marks)
 - iv. Product positioning (2 marks)
 - v. Demands (2 marks)
- b) Explain four main P's of marketing mix. (8 marks)
- c) Outline the stages of product lifecycle. (4 marks)
- d) Discuss four major hospitality distribution channels. (8 marks)

SECTION B - ANSWER ANY TWO QUESTIONS IN THIS SECTION

QUESTION TWO (20 MARKS)

- a) Highlight six functions of packaging. (6 marks)
- b) Discuss five objectives of branding. (10 marks)
- c) State four importance of marketing. (4 marks)

QUESTION THREE (20 MARKS)

- a) (i) Explain the term SWOT analysis. (2 marks)
(ii) State three functions of marketing. (3 marks)
- b) Explain five macro-environmental factors that affect marketing. (10 marks)
- c) Outline the five-step model of marketing process as demonstrated by Kotler and Armstrong. (5 marks)

QUESTION FOUR (20 MARKS)

- a) Discuss five concepts of marketing. (10 marks)
- b) State four characteristics of market segment. (4 marks)
- c) Explain three internal factors to consider when setting prices. (6 marks)