



MURANGA UNIVERSITY COLLEGE

(A constituent College of Jomo Kenyatta University of Agriculture and Technology)

SCHOOL OF HOSPITALITY & TOURISM

DEPARTMENT OF HOSPITALITY

DIPLOMA IN HOSPITALITY MANAGEMENT

UNIT CODE: DHM 1214

UNIT TITLE: PRINCIPLES OF MARKETING

SEMESTER: MAY-AUGUST 2015

DATE: 24TH AUGUST 2015

TIME: 2 HOURS

INSTRUCTIONS:

- 1. This paper consists of two Sections A and B**
- 2. Section A is compulsory**
- 3. Answer any two (2) questions from Section B**

SECTION A: COMPULSORY (30 MARKS)

1. a) Define the following terminologies:
 - i) Market [2 marks]
 - ii) Customer value [2 marks]
 - iii) Marketing intermediary [2 marks]
 - iv) Demographic environment [2 marks]
 - v) Product development [2 marks]
- b) Describe the *four* (4) product and service classifications. [8 marks]
- c) i) Using an illustration, discuss Ansoff's matrix. [8 marks]
ii) List four (4) factors to consider when making pricing decisions [4 marks]

SECTION B:

ANSWER ANY TWO (2) QUESTIONS. ALL QUESTIONS CARRY EQUAL MARKS

2. a) Describe the following stages in the research process:
- i) Identifying the research problem [2 marks]
 - ii) Data analysis [2 marks]
 - iii) Data collection [2 marks]
- b) i) Define the following:
- External marketing environment [2 marks]
 - Internal marketing environment [2 marks]
- ii) The most common elements of the marketing mix are product, price, place and promotion. Describe the other three Ps. [6 marks]
3. a) i) State **four** (4) qualities of a salesman [4 marks]
- ii) State **six** (6) advantages of branding [6 marks]
- b) Describe the **five** (5) stages of the marketing process [10 marks]
4. a) Describe the procedure of new-product development. [12 marks]
- b) List any **four** (4) factors a marketer would consider when choosing a distribution channel. [4 marks]
- c) State **four** (4) functions of packaging [4 marks]
5. a) Explain **four** functions of marketing intermediaries [8 marks]
- b) State **four** characteristics of an effective Sales person [4 marks]
- c) Describe any **four** (4) components of the marketing plan. [8 marks]