



# **MURANG'A UNIVERSITY OF TECHNOLOGY**

## **SCHOOL OF HOSPITALITY AND TOURISM**

**DEPARTMENT OF HOSPITALITY AND TOURISM**

**UNIVERSITY ORDINARY EXAMINATION**

**2020/2021 ACADEMIC YEAR**

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

**DHM 083– MARKETING IN HOSPITALITY AND TOURISM**

**DURATION: 2 HOURS**

**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) Differentiate between marketing, branding, advertising and sales (8marks)
- b) Explain the role of marketing. (5marks)
- c) Outline any four segments of marketing (4marks)
- d) State 4 types of consumer products. (4marks)
- e) List any four (4) ps of marketing mix. (4marks)
- f) Explain the role of marketing (5marks)

**SECTION B – ANSWER ANY TWO QUESTIONS IN THIS SECTION**

**QUESTION TWO (20 MARKS)**

- a) With the aid of illustrations, describe the product life cycle. (10marks)
- b) Explain the product development process. (10marks)

**QUESTION THREE (20 MARKS)**

Discuss any four marketing communication tools (20marks)

**QUESTION FOUR (20 MARKS)**

- a) Discuss the different types of channels of distribution in marketing. (15marks)
- b) Explain five (5) factors that determine the choice of channel of distribution. (5marks)