



MURANG'A UNIVERSITY OF TECHNOLOGY

SCHOOL OF HOSPITALITY AND TOURISM MANAGEMENT

DEPARTMENT OF HOSPITALITY, TRAVEL & TOURISM MANAGEMENT

UNIVERSITY ORDINARY EXAMINATION

2021/2022 ACADEMIC YEAR

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

DHM083-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) Define the following terms as applied in hospitality marketing:
- i. Branding
 - ii. Marketing intermediaries
 - iii. Market
 - iv. Relationship marketing (8marks)
- b) Highlight six functions of packaging. (6marks)
- c) Describe the following pricing strategies:
- i. Product bundle pricing
 - ii. Promotional pricing
 - iii. Discriminatory pricing (6marks)
- d) Explain five roles of marketing in the hospitality industry. (10marks)

SECTION B – ANSWER ANY TWO QUESTIONS IN THIS SECTION

QUESTION TWO (20 MARKS)

- a) Explain the stages of the product life cycle. (10marks)
- b) Discuss five hospitality distribution channels. (10marks)

QUESTION THREE (20 MARKS)

- a) Describe five factors that affect pricing. (10marks)
- b) Critically examine the 4P's of the marketing mix. (10marks)

QUESTION FOUR (20 MARKS)

- a) Giving two examples in each case, explain four basis for market segmentation. (10marks)
- b) Discuss five macro-environment factors that affect marketing. (10marks)