MURANG'A UNIVERSITY OF TECHNOLOGY

SCHOOL OF HOSPITALITY AND TOURISM MANAGEMENT

DEPARTMENT OF HOSPITALITY, TRAVEL AND TOURISM MANAGEMENT

TVET EXAMINATION

2023/2024 ACADEMIC YEAR

YEAR TWO **TERM** ONE EXAMINATION FOR DIPLOMA IN HOUSEKEEPING MANAGEMENT

HOS/OS/HK/CR/03/6: REVENUE PERFORMANCE MANAGEMENT

DURATION: 2 HOURS

INSTRUCTIONS TO CANDIDATES:

1. Answer ALL questions in Section A and any Three questions in Section B.

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 (40 MARKS)

a) I) Define the term marketing. (2 marks)

II) Explain the term SWOT analysis. (2 marks)

b) Outline the marketing process. (4marks)

c) Highlight four components of operating budget. (4marks)

d) Highlight four reasons why products fail in the market. (4marks)

e) Explain the following terms
   I. Marketing mix. (2marks)
   II. Segmentation. (2 marks)

f) Enumerate four importance of market survey. (4marks)

g) State four advantage of using questionnaire as a tool for data collection. (4marks)

h) Highlight four components of housekeeping labour cost budget. (4marks)

i) Outline four benefits of using SWOT analysis. (4marks)

j) Differentiate between qualitative and quantitative research. (4marks)

SECTION B (60 MARKS): ANSWER ANY THREE QUESTIONS IN THIS SECTION

QUESTION TWO (20 MARKS)

a) Giving five points, explain the role of marketing. (10 marks)

b) Describe five major forces of PESTEL analysis. (10 marks)

QUESTION THREE (20 MARKS)

a) Elaborate five features of service marketing. (10marks)

b) Highlight 7ps of marketing mix (7 marks)

c) Define the following terms
   i. Market (1mark)
   ii. Needs (1mark)
   iii. Want (1 mark)

QUESTION FOUR (20 MARKS)

a) Describe the six stages of product life cycle. (12 marks)

b) Explain four basis of segmentation. (8marks)

QUESTION FIVE (20 MARKS)

a) Differentiate between micro-environment and macro environment. (4marks)

b) Explain five features of marketing environment. (10 marks)

c) Highlight six characteristics of market segment. (6marks)