

**MAASAI MARA UNIVERSITY**

**REGULAR UNIVERSITY EXAMINATIONS 2016/2017 ACADEMIC YEAR**

**THIRD YEAR SECOND SEMESTER**

**SCHOOL OF TOURISM AND NATURAL RESOURCE MANAGEMENT**

**BACHELOR OF HOTELS AND HOSPITALITY MANAGEMENT**

**COURSE CODE: BHM 306**

**COURSE TITLE: MARKETING HOTELS AND CATERING ESTABLISHMENTS**

**DATE: 13TH JULY, 2017 TIME: 1430 – 1630HRS**

**INSTRUCTIONS TO CANDIDATES**

Answer **ALL** questions in section **A** and any other **THREE** in section **B.**

***This paper consists of 2 printed pages. Please turn over.***

**QUESTION ONE (COMPULSORY) (25 MARKS)**

1. With the aid of a diagram define marketing  **(6 Marks)**

2. Explain the challenges of marketing services **(6 Marks)**

3. “Marketing is a social process by which individuals and groups obtain what they need and want through creating and exchanging products and value with others.” (Kotler). Discuss this statement **(6 Marks)**

4. Discuss marketing research and development **(7 marks)**

**QUESTION TWO:**

1. Explain personal selling as a form of marketing **(3 marks)**

2. Explain the **TEN** natures of services that would either assist or challenge marketing of services **(5 marks)**

3. Discuss the **SWOT** analysis in the tourism industry **(7 Marks)**

**QUESTION THREE:**

1. Discuss the various forms of marketing **(5 Marks)**

2. State and explain the elements of the marketing concept **(5Marks)**

3. Discuss how catering system can be well marketed showing the various sub systems using a diagram **(5 marks)**

**QUESTION FOUR:**

1. Describe market segmentation **(5 Marks)**

2. There are various forces/ pressures that have to be considered for any catering establishment to gain perfect grounding. Discuss. **(5 Marks)**

3. Explain the qualities to consider when selecting marketing team . **(5 marks)**

**QUESTION FIVE:**

1.With reference to hospitality discuss the terms needs and wants       **(2Marks)**

2. Discuss the product life cycle of a hospitality product **(8 Marks)**

3. Explain the evolution of marketing **(5 Marks)**

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