



THE CO-OPERATIVE UNIVERSITY OF KENYA

END OF SEMESTER EXAMINATION DECEMBER -2022

**EXAMINATION FOR THE DEGREE OF BACHELOR OF COMMERCE
(YR III SEM I)**

UNIT CODE: BMKT 3143

UNIT TITLE: HOSPITALITY MARKETING

DATE: THURSDAY 15TH DECEMBER, 2022

TIME: 2:00 PM – 4:00 PM

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INSTRUCTIONS:

- Answer question ONE (compulsory) and any other TWO questions

QUESTION ONE

- (a) Explain the difference between the following: -
- (i) The Marketing Concept and the Product Concept. [2 marks]
 - (ii) Geographic segmentation and psychographic segmentation of the market. [2 marks]
 - (iii) Product width and product depth. [2 marks]
 - (iv) Promotional pricing and Discount allowance pricing strategies. [2 marks]
- (b) Explain FIVE factors that influence Channel Design Decisions. [10 marks]
- (c) Discuss SIX advantages of maintaining 'service quality' in the hospitality industry. [12 marks]

QUESTION TWO

- (a) Discuss FIVE individual factors that influence consumer buying behavior. [10marks]
- (b) Define market segmentation and describe the benefits of segmentation of consumer markets in hospitality marketing. [10 marks]

QUESTION THREE

- (a) Describe the steps used to develop new products and services in the hospitality industry. [10 marks]
- (b) Discuss the emerging challenges in hospitality marketing and how they can be overcome. [10 arks]

QUESTION FOUR

- (a) Evaluate the role of social responsibility in hospitality marketing. [10 marks]
- (b) Explain the challenges and possible solutions to barriers in Kenya government towards the marketing of hospitality. [10 marks]

QUESTION FIVE

- (a) Explain any FIVE effects of the current government budget cuts on the Hospitality Industry. [10 marks]
- (b) Describe the application of Information Technology in hospitality marketing. [10 marks]