

CHUKA



UNIVERSITY

UNIVERSITY EXAMINATIONS

**THIRD YEAR EXAMINATION FOR THE AWARD OF DEGREE OF
BACHELOR OF HOTEL AND CATERING MANAGEMENT AND BACHELOR OF
TOURISM AND HOSPITALITY MANAGEMENT**

BCHM 331: HOSPITALITY SERVICES MARKETING

STREAMS: BCHM, BTHM

TIME: 2 HOURS

DAY/DATE: MONDAY 03/12/2018

2.30 PM – 4.30 PM

INSTRUCTIONS:

- **Answer ALL Questions in Section A**
- **Choose Two Questions in Section B**

SECTION A: ANSWER ALL QUESTIONS (30 MARKS)

1. Describe the process of marketing planning. [5 marks]
2. Briefly explain the competitive environment based on Porter (1980). [5 marks]
3. Describe the generic market coverage strategies applied to attain competitive advantage in hotels business. [4 marks]
4. Highlight the 5 stages of hospitality product consumption. [5 marks]
5. Describe the features of a Customer Relationship “Management System in hospitality business. [5 marks]
6. Highlight the applicable tactics of undertaking market targeting. [6 marks]

SECTION B: CHOOSE TWO QUESTIONS IN THIS SECTION (40 MARKS)

7. Discuss the value of marketing research in measuring hospitality consumer behavior. [20 marks]

8. Explain how pricing strategies can be changed along the product life cycle. [20 marks]

9. (a) Explain “process” as an element of the extended services mix in hospitality. [10 marks]

(b) Explain the value of destinations image as opposed to corporate image in tourism business. [10 marks]
