

CHUKA



UNIVERSITY

**UNIVERSITY SUPPLEMENTARY/SPECIAL EXAMINATIONS.**

**EXAMINATION FOR THE AWARD OF DEGREE OF BACHELOR OF SCIENCE IN  
ECOTOURISM AND HOSPITALITY MANAGEMENT**

**BCHM 331: HOSPITALITY MARKETING MANAGEMENT**

**STREAMS: BCHM Y3S2**

**TIME: 2 HOURS**

**DAY/DATE: THURSDAY 13/09/2018**

**2.30 P.M - 4.30 P.M**

**INSTRUCTIONS**

- Answer All Questions in Section A
- Choose Two Questions in Section B
- Check the Answer booklet for Exam regulations

**SECTION A - [30 MARKS]**

1. Describe the FOUR products and markets strategic choices based on Ansof (1987) [4 Marks]
2. Describe FIVE functions of market research [5 Marks]
3. Briefly explain the ideal changes in the promotion initiatives using the product life cycle [5 Marks]
4. Highlight FIVE Weaknesses and Threats of Food Court operations in Kenya using SWOT analysis [5 Marks]
5. Highlight the management criteria for consumer decision making process in hospitality [6 Marks]
6. Describe the function of positioning in managing hotel's image [5 Marks]

**SECTION B - [40 MARKS]**

7. Discuss the function of price as a strategic option for competition minimization using the strategy clock based on (Evans *et al*, 2011) [20 Marks]
8. Develop a strategic plan for a Fast Food business operating in Chuka [20 Marks]

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9. Explain the importance of focusing as opposed to differentiation as a market coverage strategy [20 Marks]

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