

CHUKA



UNIVERSITY

**UNIVERSITY EXAMINATIONS  
RESIT/SPECIAL EXAMINATION**

**EXAMINATION FOR THE AWARD OF DEGREE OF BACHELOR OF CATERING  
AND HOTEL MANAGEMENT**

**BCHM 331: HOSPITALITY MARKETING MANAGEMENT**

**STREAMS: BCHM Y3S2**

**TIME: 2 HOURS**

**DAY/DATE: THURSDAY 26/07/2018**

**5.00 P.M. – 7.00 P.M.**

**INSTRUCTIONS:**

- **Answer all questions in section A**
- **Choose two questions from section B**

**SECTION A: ANSWER ALL THE QUESTIONS (30 MARKS)**

1. Briefly discuss the role of strategic planning in hospitality businesses. (5 marks)
2. Explain the main features of a Marketing Information System. (4 marks)
3. Describe the application of strategy clock in travel pricing as explained by Evans *et al* (2012). (6 marks)
4. Describe how various marketing communication tools can be managed in hospitality businesses. (6 marks)
5. Briefly explain the product portfolio matrix based on Ansof (1987). (4 marks)
6. Describe the implications of internet as opposed to GDS hotel distribution systems. (5 marks)

**SECTION B (ANSWER TWO QUESTIONS IN THIS SECTION (40 MARKS))**

7. Explain the impact of differentiation strategy on hospitality product performance. (20 marks)
8. Discuss the extended marketing mix as applied in hospitality marketing. (20 marks)

9. Explain the challenges associated with targeting niche markets as opposed to undifferentiated markets. ( 20 marks)
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