

CHUKA



UNIVERSITY

RESIT/ SPECIAL EXAMINATIONS

**EXAMINATION FOR THE AWARD OF
BACHELOR OF TOURISM AND HOSPITALITY MANAGEMENT**

BTHM 331: HOSPITALITY SERVICE MARKETING

STREAMS: BTHM Y3S1

TIME: 2 HOURS

DAY/DATE: WEDNESDAY 25/07/2018

8.30 AM – 10.30 AM

INSTRUCTIONS:

- **Answer ALL Questions in Section A and any other Two in Section B**
- **Do not write anything on the question paper**

SECTION A: (30 MARKS)

1. Describe how the following factors affect the behavior of hospitality service consumers.

[6

marks]

- Cultural factors
- Social factors
- Psychological factors

2. Distinguish the following marketing terms;

[3 marks]

- Value and quality
- Need and want
- Services and goods

3. Outline five unique characteristics of hospitality services.

[5 marks]

4. Outline three categories of hospitality services. Give an example in each category.

[6 marks]

5. Briefly describe the main sources of competitive pressure that service marketers must be aware of.

[5 marks]

6. State five risks that consumers perceive in purchasing and using services. [5 marks]

SECTION B (40 MARKS)

7. Discuss how hospitality service marketing managers use the SERVQUAL model to manage service quality. [20 marks]
8. Services marketers combine a number of marketing tools to influence demand for their products. Discuss how a Kenyan hospitality service provider has been using these tools to persuade its customers. [20 marks]
9. Describe the marketing concepts that marketers use to conduct their marketing activities. [20

marks]
