

CHUKA



UNIVERSITY

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**UNIVERSITY EXAMINATIONS**

**RESIT/SPECIAL EXAMINATION**

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

**BCHM 331: HOSPITALITY SERVICE MARKETING**

**STREAMS:**

**TIME: 2 HOURS**

**DAY/DATE: TUESDAY 04/02/2021**

**5.00 P.M – 7.00 P.M.**

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**INSTRUCTIONS**

- **Answer Question one and any other Two.**

**QUESTION ONE (30 MARKS)**

**Read the case study bellow and answer the questions that follows.**

**QUESTION ONE (30 MARKS)**

Read this case study and answer the questions bellow.

The Importance of Social Media for Commerce. A Case Study in Madeira (Portugal)

Social media have revolutionized the way people communicate and share information between themselves. The consolidation of social media on a daily basis is increasingly intense, although some cases have been highlighted, in particular Facebook. According “The advantage of the competitiveness comes from a technological introduction and the constant adaptation along the time to the technological evolution inserted in the strategy of the organization.” “The

phenomenon has changed social behaviours and captivated new users, especially in females and senior citizens, who did not use information technologies as much before pre-social media when users were overwhelmingly male.” With the emergence of social networks these audiences have developed a greater affinity with digital technologies, having a regular and dynamic coexistence in the virtual world, occupying a prominent place in virtual social interactivity. The participation on a massive scale of thousands of people throughout the world to the phenomenon of social media has contributed to the exponential growth of the various social networking, allowing them to achieve the critical mass necessary for the social media to become an appreciated channel of communication for many organizations. “The use of the on-line phenomenon by organizations involves developing a communication program of integrated marketing, maximizing the individual and collective contribution of all the activities of communication, defining for the virtual channels a program of communication more personnel in the field of direct and interactive marketing”. This will make possible to perceive the role of the communication in the creation of content and interaction with the customers in the various social platforms such as Facebook, Twitter, LinkedIn, YouTube, Myspace, Orkut, blogs and other social networks

## **QUESTIONS**

- a.) With examples discuss the external publics that a Hospitality service manager may target using a social media tools of communication. (10 marks)
- b). Elucidate Factor to consider while setting up a service research and development department in a hospitality organization and social media tools to use to achieve the organisation’s goals (10 marks)
- c). Discuss five external hospitality service market environments and how you can effectively use social media to improve on the challenges facing marketing managers when making the organization plan. (10 marks)

## **QUESTION TWO (20 MARKS)**

- a). With examples discuss the distinctions between services and goods. (10 marks)

- b). Discuss five service convenience that makes the producer to adapt to consumer's service needs  
(10 marks)

**QUESTION THREE (20 MARKS)**

- a). With support to your answer explain challenges that you may face when starting a Tourism firm or a Hotel in Kenya today (10 marks)
- b). Explain any five economic importance of the hospitality services in Kenya. (10 marks)

**QUESTION FOUR (20 MARKS)**

- a). Discuss at least five hospitality service marketing tools that you would use in your hospitality business budgeting. (10 marks)
- b). Define what is the service quality and Explain any four different perspectives of service quality (10 marks)
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