



## UNIVERSITY EXAMINATIONS

### EXAMINATION FOR THE AWARD OF DEGREE OF BACHELOR OF HOTEL

#### BCHM 351: HOSPITALITY SERVICES MARKETING

STREAMS: BCHM Y3S1

TIME: 2 HOURS

DAY/DATE: WEDNESDAY 18/12/2024

2.30 P.M – 4.30 P.M

#### INSTRUCTIONS:

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

#### SECTION A (30 MARKS)

1. a) Discuss Michael Porter's (1987) three sources of competitive turbulence in relation to the positioning of a service offer in the market. [6 marks]  
b) Differentiate between intangibility and inseparability of services. [4 marks]
2. a) Briefly explain three key elements of the promotional mix in services. [6 marks]  
b) Discuss two advantages of customer loyalty for hospitality operators in Kenya. [4 marks]
3. a) Briefly discuss the three levels/customer value hierarchy of a product. [6 marks]  
b) Outline two advantages of franchising a business globally. [4 marks]

#### SECTION B (40 MARKS)

4. a) Discuss five key characteristics of services. [10 marks]  
b) Briefly explain five ways in which Pride Inn Group of Hotels can develop and maintain customers. [10 marks]
5. a) Discuss the five steps of the buyer behaviour process in services. [10 marks]  
b) Briefly explain five types of service intermediaries you can use to make services more accessible to consumers. [10 marks]
6. a) Discuss six reasons why service organizations in the tourism industry are continuously introducing new products. [12 marks]  
b) In managing capacity within an organization, advise the Board of Directors of Kenya Airways on four strategies it can implement to manage demand during peak hospitality seasons. [8 marks]

