

CHUKA



UNIVERSITY

**UNIVERSITY EXAMINATIONS**

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

**BCHM 353: HOSPITALITY MARKETING MANAGEMENT**

**STREAMS: BCHM Y3S2**

**TIME: 2 HOURS**

**DAY/DATE: MONDAY 16/12/2024**

**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) Define market segmentation. [2 marks]  
b) Discuss the four variables used in market segmentation. [8 marks]
2. a) Differentiate between a marketing strategy and a marketing plan. [4 marks]  
b) Discuss at least three stages used in the marketing research process. [6 marks]
3. a) Define consumer behaviour. [2 marks]  
b) Discuss the four variables used in market segmentation. [8 marks]

**SECTION B (40 MARKS)**

4. a) Explain the five stages used in new product development. [10 marks]  
b) Discuss any five characteristics of services. [10 marks]
5. a) Describe any five steps used in developing a marketing plan structure. [10 marks]  
b) As a marketing consultant, explain any five features that a marketing plan must have to the County Government of Tharaka Nithi. [10 marks]
6. a) Explain the meaning of integrated marketing communication. [2 marks]

b) Discuss the four elements of a promotional mix. [8 marks]

c) Briefly discuss any five objectives of promotion in the communication process. [10 marks]

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