



MAASAI MARA UNIVERSITY

REGULAR UNIVERSITY EXAMINATIONS

2023/2024 ACADEMIC YEAR

SECOND-YEAR SECOND SEMESTER

**SCHOOL OF NATURAL RESOURCES TOURISM
AND HOSPITALITY**

**BACHELOR OF HOTELS & HOSPITALITY
MANAGEMENT**

COURSE CODE: HHM 2223-1

**COURSE TITLE: MARKETING HOTELS AND
CATERING SERVICES**

DATE: 16/4/2024

TIME: 1100-1300 HRS

INSTRUCTIONS TO CANDIDATES

Answer questions **ONE** and any other **TWO** questions

SECTION A: COMPULSORY (20 MARKS)

QUESTION ONE

- a) People often confuse marketing with selling whereas the two are entirely different. Summarize the differences between marketing and selling. **(5 Marks)**
- b) Tourism marketing which includes hotel and catering is concerned with understanding the needs of its potential customers and satisfying those needs by offering a suitable product. Briefly discuss some features of tourism products. **(5 Marks)**
- c) Discuss the strategies for winning back the lost clients. **(6 Marks)**
- d) List and explain four common selling techniques. **(4 Marks)**

SECTION B: ANSWER ANY TWO QUESTIONS (30 MARKS)

QUESTION TWO

Setting the right price is an important function of effective marketing. It is the only part of the marketing mix that generates revenue. Explain how business organizations fix prices for their products. **(15 Marks)**

QUESTION THREE

- a) Relationship marketing paradigm differs from transactional marketing in several important ways. Outline the differences between the two. **(12 Marks)**
- b) Identify the important features of advertising. **(3 Marks)**

QUESTION FOUR

- a) List and explain the requirements for the segmentation process. **(7 Marks)**
- b) By the use of a well-labeled diagram, explain the communication process. **(8 Marks)**

QUESTION FIVE

A Marketing Information System (MIS) collects, analyses, and supplies a lot of relevant information to the marketing managers. It is a valuable tool for planning, implementing, and controlling marketing activities. The role of MIS is to identify (find out) what sort of information is required by the marketing managers. It then collects and analyzes the information. It supplies this information to the marketing manager at the right time. MIS collects the information through its subsystems. These subsystems are called components. Discuss the four main components of a Marketing Information System (MIS). **(15 Marks)**