MAASAI MARA UNIVERSITY

REGULAR UNIVERSITY EXAMINATIONS 2018/2019 ACADEMIC YEAR FIRST YEAR SECOND SEMESTER

SCHOOL OF TOURISM AND NATURAL RESOURCE MANAGEMENT

BACHELOR OF HOTELS AND HOSPITALITY MANAGEMENT

COURSE CODE: BHM 1205

COURSE TITLE: INTRODUCTION TO MARKETING

DATE: 18TH APRIL 2019   TIME: 0830 – 1030HRS

INSTRUCTIONS TO CANDIDATES

1. Answer Question **ONE and** any other **THREE** Questions.

2. Question 1 carries a total of 25 marks. All other questions carry a total of 15 marks.

3. Put your answers in the Examination booklet provided

4. Write neatly and legibly.

Question One

a) Identify and outline the macro environment of marketing. (10 marks)

b). OLMs Hotel Ltd desires to open business in Kenya. Discuss the major segmentation options available for the management.   (10 marks)

c) Briefly explain the pricing strategies available for organizations who intend to launch a new product in the market   (5 marks)

Question 2

a) Write short notes on the following marketing concepts :
  i.   Wants and demands
       (3 marks)
  ii. Customer value and customer relationship
       (3 marks)
  iii. Product and market   (3 marks)

b) Describe the following terms as used in marketing:
  i.   Segmentation   (3 marks)
  ii. Product positioning   (3 marks)
  iii. Target market   (5 marks)

Question Three

Discuss the Product Life Cycle and its implications for marketing strategy   (5 marks)

List and explain five product mix pricing strategies (10 marks)

Question Four

Consumer behaviour is the decision processes an individual or group involving evaluating, acquiring, using or consuming goods and services. Highlight the steps that buyers go through in making purchase decisions.

(6 marks)

Discuss any THREE factors that affect consumer behaviour   (9 marks)

Question Five

a) Describe the product adoption process.   (4 marks)

b) Mention, at least, three benefits of the marketing information system   (8 marks)

d) Give three reasons why you think marketing information system is different from marketing research. (3 marks)

END