



MAASAI MARA UNIVERSITY

**REGULAR UNIVERSITY EXAMINATIONS
2017/2018 ACADEMIC YEAR
FIRST YEAR SECOND SEMESTER**

**SCHOOL OF BUSINESS AND ECONOMICS
BACHELOR OF HOTELS & HOSPITALITY
MANAGEMENT**

COURSE CODE: BHM 1205

COURSE TITLE: INTRODUCTION TO MARKETING

DATE: 27TH APRIL, 2018

TIME: 1100 - 1300 HRS

INSTRUCTIONS

Answer questions **ONE** and any other **THREE**

Question one

- a) Describe the evolution of marketing management. **(5 marks)**
- b) Using appropriate examples, describe Porter’s competitive forces. **(5 marks)**
- c) Describe the consumer buying decision process. **(5 marks)**
- d) Explain five different sampling techniques used in marketing research. **(5 marks)**
- e) Explain five techniques a service organization can use to standardize its services. **(5 marks)**

Question two

- a) Using appropriate examples, explain any five pricing strategies. **(5 marks)**
- b) Describe the marketing communications mix tools. **(5 marks)**
- c) Highlight the role of marketing intermediaries in the marketing process. **(5 marks)**

Question three

- a) Describe the fundamental differences between goods and services, the resulting marketing challenges, and the appropriate solutions. **(12 marks)**
- b) Explain the role of product packaging in the marketing process. **(3 marks)**

Question four

- a) Changes in the general marketing environment can either create new or destroy existing marketing opportunities. Using relevant examples, discuss the above statement within the context of the Kenyan society. **(10 marks)**
- b) Define the term market segmentation, and explain the major bases for segmenting consumer markets. **(5 marks)**

Question five

- a) Describe the factors affecting consumer behaviour. **(8 marks)**
- b) Using a diagram, describe the product life cycle highlighting the strategies for each stage. **(7 marks)**

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