Scott Christian UNIVERSITY

SCHOOL OF PROFESSIONAL STUDIES

BACHELOR OF HOSPITALITY AND TOURISM MANAGEMENT

UNIT CODE/NAME: BHT 223: PRINCIPLES OF ACCOUNTING I

September- December 2019/2020 End Semester Exam - Time: 2 Hours

Instructions: Answer Question ONE (Compulsory) and any other TWO questions.

QUESTION ONE

(a) The trial balance of Amanda Ltd as at 30 April 2018 did not balance. On investigation, the following errors were discovered:

1. A loan of Sh.2,000,000 from one of the directors has been correctly entered in the cashbook but posted to the wrong side of the loan account.
2. The purchase of a motor vehicle on credit for Sh.2,860,000 had been recorded by debiting the supplier's account and crediting the motor expenses account.
3. A cheque for Sh.80,000 from Ogola, a customer to whom goods are regularly supplied on credit, was correctly entered in the cashbook but was posted to the credit of bad debts recovered account in the mistaken belief that it was a receipt from Agola, a customer whose debt had been written off three years earlier.
4. In reconciling the company's cash book with the bank statement, it was found that bank charges of Sh.38,000 had not been entered in the company's records.
5. The totals of the cash discount columns in the cashbook for the month of April 2018 had not been posted to the respective discount accounts.

   The figures were:

	Sh.
Discounts allowed	184,000
Discounts received	397,000

6. The company had purchased some plant on 1 March 2017 for Sh.1,600,000. The payment was correctly entered in the cashbook but was debited to the plant repairs account. Depreciation on such plant is provided for at the rate of 20% per annum on cost.

Required:

Journal entries with narrations to correct the above errors. **(10 Marks)**

b) The trial balance of Zach Ltd. as at 3I December 2018 was as follows:

	Sh.	**Sh.**
Share capital (10,000 Sh.20 Ordinary shares)		200,000
Purchases and Sales	1,220,000	2,000,000
Debtors and Creditors	400,000	140,000
Profit and loss 1 January 2018		380,000
Sales returns	40,000	
Buildings at cost	800,000	
Plant at cost	1,000,000	

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BACHELOR OF HOSPITALITY AND TOURISM MANAGEMENT

UNIT CODE/NAME: BHT 413: SERVICE MARKETING IN HOSPITALITY AND TOURISM

September- December 2019/2020 End Semester Exam - Time: 2 Hours

Instructions: Answer Question ONE (Compulsory) and any other TWO questions.

QUESTION ONE

InterContinental Hotels' global marketing research

InterContinental Hotels (ICH) carried out extensive customer and employee research as part of a repositioning strategy. The company conducted 2500 interviews, received 150,000 feedback questionnaires, and organized focus groups in over 50 countries to establish what customers and employees expected from the brand. Six key target markets were identified and described using lifestyle descriptors, such as 'contemporary classics' (successful international business travelers, who have discriminating taste and enjoy modern living).

A proposition was developed for positioning ICH: the thought was 'we know what it takes'. Although this was regarded as an ambitious positioning statement, both customers and employees liked the idea. The research suggested that the proposition was credible because the brand had a strong heritage, appropriate because of the positive service promise inherent in the idea, and relevant because the target market is demanding. The research also revealed that although ICH customers maintained that their rational needs were dominant, they also had strong latent emotional needs. International business travelers are employed to carry out important work, and therefore work is clearly the dominant purpose of their visit.

However, these customers also wanted to enjoy their stay and have a pleasurable business trip. This research was used to inform the £25 million re-launch campaign for ICH, which combined effective internal marketing with new advertising and print material.

(Source: Paul Simmons, Vice President Global Marketing, presentation to the HMA 29/4/03)

Required:

a) Discuss the components and the role of a marketing information system for InterContinental Hotels **(5 Marks)**

b) Describe the differences between qualitative and quantitative data in hospitality marketing **(4 Marks)**

c) Draw up a marketing research plan for the re-launch campaign of ICH which is extending to new markets globally. **(5 Marks)**

d) Evaluate the special characteristics of hospitality and services marketing. **(8 Marks)**

e) Describe the segmentation variables that hospitality companies can use to categorize potential customers. **(8 Marks)**

QUESTION TWO

a) Kyaka Hotel is a new entrant in Machakos County .Discuss the environmental external factors that might influence its performance. **(10 Marks)**

b) Describe briefly the role of each element of the hospitality marketing mix. **(5 Marks)**

QUESTION THREE

a) Before choosing a suitable choice of holiday destination, a traveler would go through various option before final decision is made. Describe the various stages of the traveler decision making process. **(8 Marks)**

b) Describe SEVEN Contemporary challenges that you may face as marketing manager of an upcoming hotel establishment **(7 Marks)**

QUESTION FOUR

a) The Emara Olesereni hotel is a new entrant into the hospitality market in Nairobi. The hotel plans to use promotional mix strategies in order to enhance its presence in the market. Describe five promotional mix that could be applied. **(10 Marks)**

b) Kings Hotel has been a leading property in the city until recently when its revenue started to dwindle. You have just been hired as marketing manager with main task of looking for strategies in order to claim its lost glory. Describe Five steps you would undertake **(5 Marks)**

QUESTION FIVE

a) During the budget allocation for the various departments of The Boma Hotel, the finance manager has challenged the marketing manager to explain why it is importance to allocate resources to the marketing research. As the marketing manager, explain five benefits of conducting marketing research. **(5 Marks)**

b) Explain how marketing has developed beyond simply developing a good product with attractive pricing and availability, to targeting customers specifically. **(5 Marks)**

c) Discuss FIVE factors that influences the hospitality consumer behavior **(5 Marks)**