SCHOOL OF PROFESSIONAL STUDIES

BACHELOR OF HOSPITALITY AND TOURISM MANAGEMENT

UNIT CODE/NAME: BHT 225: PRINCIPLES OF MARKETING

January – April 2018/2019 End Semester Exam - Time: 2 Hours

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

QUESTION ONE

a) Distinguish between the following terms
   - **i)** Personal selling and advertising **(2 marks)**
   - **ii)** Market orientations and market segmentation **(2 marks)**
   - **iii)** Viral marketing and word of mouth **(2 marks)**

b) Describe the process consumer decision making in marketing **(7 marks)**
c) Examine the major ethical issues in advertising **(7marks)**
d) Show ways in which you can build consumer loyalty in hotel industry **(6 marks)**
e) Explain various ways merchandising in hotel and tourism industry **(4 marks)**

QUESTION TWO

a) Show the relevance of franchising in hospitality industry **(7 marks)**
b) Explain key factors you will consider in managing service quality in marketing **(8 marks)**

QUESTION THREE

a) Analyze the different ways of market segmentation in hotel and tourism industry **(6 marks)**
b) Distinguish between micro and macro marketing environments **(4 marks)**
c) show ways in which marketers can handle the different challenges facing the markets **(5 marks)**

QUESTION FOUR

a) discuss the factors that influence Pricing strategies in hotel and tourism industry **(8 marks)**
b) analyze the difference between hotel and tourism marketing and general marketing **(7 marks)**

QUESTION FIVE

a) Examine the process the marketing research process **(8 marks)**
b) Describe the factors that have fueled the growth of marketing information systems in marketing **(7 marks)**