



**MURANGA UNIVERSITY COLLEGE**

*(A constituent College of Jomo Kenyatta University of Agriculture and Technology)*

**SCHOOL OF HOSPITALITY & TOURISM  
DEPARTMENT OF HOSPITALITY  
DIPLOMA IN HOSPITALITY MANAGEMENT**

**UNIT CODE: DHM 1214**

**UNIT TITLE: PRINCIPLES OF MARKETING MAIN**

**SEMESTER: JAN-APRIL 2016**

**TIME: 19<sup>th</sup> APRIL 2016**

**TIME: 2 HOURS**

**INSTRUCTIONS:**

- 1. This paper consists of two Sections A and B.**
- 2. Section A is compulsory**
- 3. Answer any two (2) questions from Section B**

**SECTION A: COMPULSORY (30 MARKS)**

1. a) Define the following terminologies:
  - i) Marketing mix 2 marks
  - ii) Packaging 2 marks
  - iii) Market offering 2 marks
  - iv) SWOT Analysis 2 marks
  - v) Market differentiation 2 marks
- b) Describe FIVE stages of the product life cycle 10 marks
- c) i) Enumerate five advantages of branding 5 marks
- ii) List five (5) factors to consider when making pricing decisions 5 marks

**SECTION B:**

**ANSWER ANY TWO (2) QUESTIONS. ALL QUESTIONS CARRY EQUAL MARKS**

2. a) Explain the main 4 P'S of marketing (8mks)
- b) i) Define the following:
- macro- environment 2 marks
  - micro- environment 2 marks
- ii) Discuss any four distribution channels. 8 marks
3. a) i) Define marketing research. 2 marks
- ii) State four qualities of a salesman 4 marks
- iii) Give six benefits of carrying out marketing research 6 marks
- b) Describe the following elements of the promotional mix:
- i) Advertising 2 marks
  - ii) Personal selling 2 marks
  - iii) Sales promotion 2 marks
  - iv) Publicity 2 marks
4. a) Describe the procedure of new-product development. 12 marks
- b) List any four (4) factors a marketer would consider when choosing a distribution channel. 4 marks
- c) Explain four basis of market segmentation 4 marks