



# **MASENO UNIVERSITY**

## **UNIVERSITY EXAMINATIONS 2012/2013**

**FIRST YEAR FIRST SEMESTER EXAMINATIONS FOR  
THE DIPLOMA IN HOSPITALITY MANAGEMENT  
(CITY CAMPUS)**

**SEH 0142: PRINCIPLES OF HOSPITALITY  
MARKETING**

*Date: 7<sup>th</sup> August, 2013*

*Time: 2.00 – 4.00 p.m.*

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**Diploma in hospitality management  
First year, semester one examination**

**SEH 00142: Principles of Hospitality Marketing**

**INSTRUCTIONS:**

- 1. This paper has TWO sections, A & B.**
- 2. Answer ALL questions from Section A and Section B.**
- 3. Questions from section A should be answered in the spaces provided on the question paper.**
- 4. Questions from Section B should be answered in the answer booklet provided.**

**Section A (30 Marks)**

1. Outline the three processes that organizations should undertake to successfully target markets using a segmentation approach. (3 Marks)
2. Define the following terms as used in marketing (4 Marks)
  - a) Segmentation
  - b) Positioning
  - c) Targeting
  - d) Satisfaction
3. Briefly discuss the three major factors to be considered when evaluating market segments (6 Marks)
4. Discuss four bases of segmentation that a marketer can use to segment a market (8 Marks)
5. Highlight any four factors that companies need to consider while choosing a market-coverage strategy. (4 Marks)
6. List any six (6) components of a marketing plan. (3 Marks)
7. Enumerate three (4) reasons why marketing planning is important (2 Marks)

**Section B**

7. Marketing in the hospitality industry is challenging due to the distinct nature of its products and services. In light of this statement;

- a) Briefly explain four unique characteristics of this industry. (8 Marks)
- b) Discuss three (3) major trends shaping the future of hospitality marketing and sales (6 Marks)
- c) Describe how you would add value to the following hotel products and services (6 Marks)
- i. Food
  - ii. Conference services
  - iii. Guestrooms
8. a) Define the term marketing mix as used in marketing (2 Marks)
- b) Discuss the four 4Ps used in marketing (8 Marks)
13. Describe the buyer decision process (10 Marks)