



KENYATTA UNIVERSITY

UNIVERSITY EXAMINATIONS 2011/2012

**SECOND SEMESTER EXAMINATION FOR THE DEGREE OF BACHELOR OF
SCIENCE (HOSPITALITY AND TOURISM)**

HIM 016: HOSPITALITY MARKETING

DATE: Monday 26th March, 2012

TIME: 2.00-4.00 p.m.

INSTRUCTIONS

Answer ALL Questions from Section I and TWO others from Section II.

SECTION I:

Q.1) Explain the following terms:

- (a) Societal Marketing Concept. (10 marks)
- (b) Market Segments (10 marks)
- (c) The five philosophies of marketing concept. (10 marks)

SECTION II: Answer any TWO Questions.

- Q.2) A new two star hotel is established in Lokicogio, Explain Internal and External factors likely to influence consumer behaviour. (20 marks)
 - Q.3) Discuss the five stages the consumers go through in adopting a new product. (20 marks)
 - Q.4) As a worker in a new hotel, advice the general manager on the life cycle the new menu is likely to undertake. (20 marks)
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