



**KENYATTA UNIVERSITY**  
**UNIVERSITY EXAMINATIONS 2011/2012**  
**SECOND SEMESTER EXAMINATION FOR THE DEGREE OF**  
**BACHELOR OF SCIENCE (HOSPITALITY MANAGEMENT)**  
**HOM 207: HOSPITALITY PRODUCTS MARKETING**

**DATE:**            **Wednesday 4<sup>th</sup> April 2012**

**TIME:**    **11.00a.m – 1.00p.m**

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**Instructions**

- Question 1 is compulsory, then choose and answer any other two (2) questions.
- This exam carries 70 points
- Start each question on a fresh page, all subsections should be part of the same question
- Time allowed: 2 hours

**QUESTION 1 (COMPULSORY)**

- (a) Define the following terms 04 marks
- i). 'niche marketing'
  - ii). latent demand
- (b) List the two (2) variables needed to calculate market share. 02 marks
- (c) Describe the two (2) criteria used by marketers in the hospitality and tourism industry to measure demand 04 marks
- (d) Briefly examine how the level of market demand and the amount of industry capacity is a crucial factor underpinning the profitability of hospitality markets 04 marks
- (e) Hospitality businesses need to work in collaboration with other organizations to have an effective marketing strategy and to ensure repeat and referral business. propose three (3) ways in which hospitality enterprises collaborate with other firms 06 marks
- (f) Independent hotels seeking the benefits that group-owned chains enjoy can affiliate themselves to a hotel consortium. Discuss any five (5) benefits that an independent hotel can derive by joining a consortium. 10 marks

## **QUESTION 2**

- (a) Evaluate the four (4) product levels that hospitality companies can offer in a quest to develop sustainable competitive advantage by 'delighting their customers' 10 marks
- (b) Discuss how education and income can influence a hospitality customer in regard to choice of products and services 10 marks

## **QUESTION 3**

- (a) By use of industry specific examples in Kenya, Discuss five (5) critical success factors in the hospitality industry 10 marks
- (b) Distinguish between 'objective' and 'subjective' positioning 10 marks

## **QUESTION 4**

- (a) Assess the two (2) main criticisms of using the Product Life Cycle to determine marketing strategies for a hospitality business 04 marks
- (b) Discuss any eight (8) marketing strategies that a hospitality company can adopt in the growth stage 16 marks

**OR**

- (c) As a food and Beverage Manager, explain five (5) strategies you would use to position the most popular item on your menu 10 marks
- (d) In the event that the most popular product in your restaurant has declined in popularity, describe the four (4) decisions you would make in regards to its production. 10 marks

## **QUESTION 5**

- (a) As a marketing executive of a chain of restaurants, suggest the various strategies you would propose to the Board of Directors that would assist address the companies micro-environment 10 marks
- (b) In order to maintain a greater market share, there is need to analyse the competition. Discuss five tenets that should be addressed to enhance a market edge 10 marks