



KENYATTA UNIVERSITY

UNIVERSITY EXAMINATIONS 2011/2012

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

HTM 156: PRINCIPLES OF MARKETING IN HOSPITALITY & TOURISM MANAGEMENT

DATE: Tuesday 3rd April 2012

TIME: 11.00a.m- 1.00p.m

INSTRUCTIONS

Answer three questions only including Question One

1. a) Define marketing [1marks]
b) Briefly describe three marketing management philosophies [9marks]
c) Explain five factors each of internal and external consumer behaviour. Support our answers [20marks]
2. Describe the eight stages in the development of a new product. Support your answer. [20marks]
3. a) Using illustrations, explain the five stages of product life cycle. [10marks]
b) Explain two strategies in the five stages of product life cycle. [10marks]
4. a) Explain four factors affecting pricing decisions. [10marks]
b) Explain four factors affecting price sensitivity. [10marks]
5. a) Explain six types of marketing demands and the managements tasks required. [12marks]
b) Explain four impacts of environmental factors on business marketing operations. [8marks]