



KENYATTA UNIVERSITY

UNIVERSITY EXAMINATIONS 2014/2015

DIGITAL SCHOOL OF VIRTUAL AND OPEN LEARNING

FIRST SEMESTER EXAMINATION FOR THE DEGREE OF MASTER OF
SCIENCE IN HOSPITALITY AND TOURISM MANAGEMENT

**HTM 809: GLOBAL BRANDING AND LUXURY EXPERIENCE
MANAGEMENT**

DATE: Saturday, 20th December, 2014

TIME: 2.00 p.m. – 5.00 p.m.

INSTRUCTIONS:

Answer any **THREE** questions (60%)

- Q.1 Describe the critical factors, implementation procedures and brand development processes for a new hospitality resort in East Africa. (20 marks)
- Q.2 Analyze the FIVE main prospects and emerging trends in the globalization of luxury destination branding. (20 marks)
- Q.3 Identify the FIVE Brand-building Models applied in the hotel industry. Explain the stages of each model with relevant examples. (20 marks)
- Q.4 As a marketing communication executive of a new hospitality establishment, you have been tasked with the responsibility of developing brand guidelines and technical design guidelines. How would you to about this? (20 marks)
- Q.5 Discuss the considerations for managing the Brand strategies towards stakeholder analysis. (20 marks)