



# The Co-operative University of Kenya

**SUPPLEMENTARY / SPECIAL EXAMINATION AUGUST- 2019**

**EXAMINATION FOR THE DIPLOMA IN CATERING & HOTEL MANAGEMENT**

**UNIT CODE: DCHM 1203**

**UNIT TITLE: HOSPITALITY MARKETING**

**DATE: 27<sup>TH</sup> AUGUST, 2019**

**TIME: 2:30 PM – 4:30 PM**

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**INSTRUCTIONS:**

- Answer question **ONE (compulsory)** and any other **TWO** questions

**QUESTION ONE**

- a) Define the following terms; (10marks)
- Marketing
  - Product
  - Marketing Research
  - Market penetration
  - Niche market
- b) As a chief in town hotel explain **FOUR** ways how you would excel against your competitors (9marks)
- c) Differentiate between selling and marketing of products (5marks)
- d) Explain Three reasons why you would market your products (6marks)

**QUESTION TWO**

- a) Explain the 7Ps of marketing (14marks)
- b) During the decline stage of a product, describe **TWO** ways marketer can rejuvenate the product (6marks)

**QUESTION THREE**

- a) Explain Eight macro environmental factors which can affect a marketer (16marks)
- b) Giving reasons explain **TWO** future trends of marketing (4marks)

**QUESTION FOUR**

- a) As a marketer it is important to know your target group, giving six reasons. Explain why (12marks)
- b) Explain four issues that happen during the product life cycle at maturity stage (8marks)

**QUESTION FIVE**

Discuss the **FIVE** impacts of technology in hospitality (20marks)