

**CHUKA**



**UNIVERSITY**

**UNIVERSITY EXAMINATIONS**

**THIRD YEAR EXAMINATION FOR THE AWARD OF DEGREE OF BACHELOR  
OF TOURISM AND HOSPITALITY MANAGEMENT**

**BTHM 331: HOSPITALITY SERVICE MARKETING**

**STREAMS: BTHM (Y3S1)**

**TIME: 2 HOURS**

**DAY/DATE: TUESDAY 05/12/2017**

**8.30 A.M. – 10.30 A.M.**

---

**INSTRUCTIONS:**

- **ANSWER ALL QUESTIONS IN SECTION A AND ANY OTHER TWO IN SECTION B**
- **DO NOT WRITE ANYTHING ON THE QUESTION PAPER**

**SECTION A (30 MARKS)**

1. Using examples, compare and contrast five characteristics of goods and services. [5marks]
2. Outline three categories of hospitality services. Give an example in each category. [6 marks]
3. Hospitality services have unique characteristics that make their marketing difficult. State the 3Ps in the 7Ps model that make marketing of services easier. [3 marks]
4. Briefly describe the main sources of competitive pressure that service marketers must be aware of. [5 marks]
5. Summarize three factors that affect the behaviour of hospitality service consumers. [6 marks]
6. State five risks that consumers perceive in purchasing and using services. [5 marks]

**SECTION B (40 MARKS)**

7. (a) Describe the stages that a hospitality service consumer goes through while purchasing a hospitality product. [10 marks]
- (b) With the aid of a flow chart, discuss the main stages of the marketing research process that would be used by a hospitality organization keen on opening a new outlet in another city. [10 marks]

### **BTHM 331**

8. Managing service quality is a critical function of a hospitality service marketing manager for avoiding service failure. Discuss this function with reference to the SERVQUAL model. [20 marks]
  9. Assume that a Kenyan hotel organization of your choice has an expansion strategy to a location of your choice. Conduct a SWOT analysis and advise the management whether the investment will be worthwhile. [20marks]
-