



DEPARTMENT OF BUSINESS ADMINISTRATION

DHM 1303: SALES AND MARKETING FOR HOSPITALITY INDUSTRY

TIME 2HOURS

SECTION A (30 MARKS) COMPULSORY

1. a) Sales and marketing has become one of the key functions in the hospitality industry. State five importance of marketing to companies. (5marks)
- b) There are FIVE types of consumer motives in the market place. Briefly highlight these FIVE types of buying motives one is likely to encounter in sales and marketing field. (5marks)
- c) Sound marketing is critical to the consumers in hospitality industry. Briefly explain FIVE importance of marketing to consumers. (5marks)
- d) Product mix is one of the key components of market mix in any hospitality institution. Enumerate FIVE factors that influence Product mix in the market. (5marks)
- e) The hospitality industry has undergone exponential growth in the 21st century due to the various elements of marketing mix. Briefly discuss the FIVE important elements of marketing mix in hospitality industry. (5marks)
- f) Firms are embracing technology in order to increase their sales. Briefly highlight FIVE emerging trends in sales and marketing. (5marks)

SECTION B

ANSWER ANY TWO QUESTIONS FROM THIS SECTION. (40MARKS)

QUESTION TWO

- a) Macro-environment consists of forces affecting the entire society or economy at large. Microenvironment influences entire industry as a whole. State and explain any THREE variables of Macro environment applicable in hospitality industry. (6marks)
- b) There are various factors that determine the buying decision of goods by a client. Briefly discuss any THREE psychological factors that influence consumer behavior/ buying decisions. (6marks)
 - b) One of the ways consumers are attracted to a business in by return business. Briefly explain FOUR ways in which a business can encourage customer loyalty. (8marks)

QUESTION THREE

- a) Every company strives to ensure that they have a functional sales and marketing department. State and explain any FIVE importance of marketing to society. (6marks)
- b) Consumers being social animal and their life style are deeply influenced by the environmental set up. It is found to have deep influence on consumer taste, temperament, life and living. Highlight any FIVE environmental factors which determine consumer behavior in the hospitality industry. (6Marks)
- c) The sales and marketing department of any organization plays a vital role in the growth of the firm. State and explain any FOUR roles of sales and marketing department in a catering firm. (8marks)

QUESTION FOUR

- a) According to Sheth, “ Market segmentation is the essence of modern marketing.” It is advantageous to firms as well as consumers. Enumerate THREE advantages of market segmentation to firms. (6marks)
- b) The sales promotion tools can be used to motivate market intermediaries to invest in the brand and aggressively push sales. Briefly explain any THREE tools which a business can use to promote its products in the market. (6marks)
- c) The price of products and services is determined by many factors in the firm. State any FOUR factors which influence the pricing policy in an organization. (8marks)

QUESTION FIVE

- a) Advertising is an integral part of our social and economic system. Identify any THREE advantages of advertising in hospitality industry. (6marks)
- b) The modern marketing management tries to solve the basic problems of consumers in the area of consumption. To survive in the market, a firm has to be constantly innovating and understand the latest consumer needs and tastes. State and explain any THREE importance of studying consumer behavior. (6marks)
- c) Every organization has promotion strategies that can enhance the company visibility. Briefly outline any FOUR ways in which a company can implement promotion strategies. (8marks)