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**KIRIRI WOMEN'S UNIVERSITY OF SCIENCE AND TECHNOLOGY**  
**UNIVERSITY EXAMINATION, 2023/2024 ACADEMIC YEAR**  
**FOR THE CERTIFICATE IN HOSPITALITY MANAGEMENT**  
**CHM 023: FUNDAMENTALS OF MARKETING**

Date: 18<sup>TH</sup> APRIL 2023  
Time: 8:30AM-10:30AM

**INSTRUCTIONS TO CANDIDATES**

**ANSWER QUESTION ONE (COMPULSORY) AND ANY OTHER TWO QUESTIONS**

**QUESTION ONE (30 MARKS)**

- a) Explain five types of core marketing concepts. (5 Marks)
- b) List five differences between social marketing and commercial marketing. (5 Marks)
- c) As a marketer in an organization, explain to your boss the goals you intend to achieve from marketing campaigns. (5 Marks)
- d) State five advantages of marketing to a modern company. (5 Marks)
- e) Describe the stages of the consumer buying process. (5 Marks)
- f) List the factors influencing buyer behavior. (5 Marks)

**QUESTION TWO (20 MARKS)**

- a) With the use of a diagram, describe the four stages of a product life cycle. (8 Marks)
- b) Explain benefits attributed to companies embracing digital marketing. (6 Marks)
- c) Discuss sources where customers may obtain information before buying a product. (6 Marks)

**QUESTION THREE (20 MARKS)**

- a) Highlight the objectives of pricing. (6 Marks)
- b) Describe factors you can advise management to consider before buying a new equipment. (6 Marks)
- c) Discuss the challenges of international marketing to modern companies. (8 Marks)

**QUESTION FOUR (20 MARKS)**

- a) List any four marketing mix elements that inform marketing strategies of modern companies. (4 Marks)
- b) Describe dimensions of services as opposed to products. (8 Marks)
- c) Examine components of integrated marketing communication. (8 Marks)

**QUESTION FIVE (20 MARKS)**

- a) Highlight sources of customer complains in a manufacturing firm. (4 Marks)
- b) Discuss the emerging trends and issues in marketing. (8 Marks)
- c) Describe the four marketing philosophies giving an example on how its applied. (8 Marks)