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**KIRIRI WOMENS' UNIVERSITY OF SCIENCE AND TECHNOLOGY**  
**UNIVERSITY EXAMINATION, 2024/2025 ACADEMIC YEAR**  
**SECOND YEAR, FIRST SEMESTER EXAMINATION**  
**FOR THE CERTIFICATE IN HOSPITALITY MANAGEMENT**  
**CHM 023 FUNDAMENTALS OF MARKETING**

Date: 12<sup>TH</sup> AUGUST 2024 Time: 8:30AM – 10:30AM

**INSTRUCTIONS TO CANDIDATES**

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

**QUESTION ONE (30 MARKS)**

- a) Discuss the various bases that marketers use to segment consumer markets. (5 Marks)
- b) Marketers adopt different marketing concepts in satisfying consumer needs and wants. Explain briefly five marketing concepts. (5 Marks)
- c) Explain the various pricing strategies organizations consider while pricing their products. (5 Marks)
- d) Explain at least five challenges affecting marketing in the modern day. (5 Marks)
- e) Channels of distribution are routes or paths followed by goods and services from the point of production to the point of consumption. Discuss various factors to consider when selecting channels of distribution. (5 Marks)
- f) Before a consumer arrives at a decision to buy, they go through a stepwise buying process. Outline this process. (5 Marks)

**QUESTION TWO (20 MARKS)**

- a) Discuss any five macro-environmental factors and how they influence marketing decisions. (8 Marks)
- b) Differentiate between personal consumer goods and organizational goods. (6 Marks)
- c) Identify various advantages of different types of distribution channels. (6 Marks)

**QUESTION THREE (20 MARKS)**

- a) Write short notes on the following terms as applied in marketing;
  - i) Consumer behavior
  - ii) Marketing
  - iii) Market segmentation
  - iv) Consumer
  - v) Customer
  - vi) Product(6 Marks)
- b) Outline the product life cycle and discuss the various strategies a marketer needs to employ at every stage. (8 Marks)
- c) What is the value of market segmentation to a business? (6 Marks)

**QUESTION FOUR (20 MARKS)**

- a) Discuss the various factors that influence pricing of products in an organization. (8 Marks)
- b) Explain the various characteristics of a good market segment. (8 Marks)
- c) Distinguish between traditional marketing and modern marketing. (4 Marks)

**QUESTION FIVE (20 MARKS)**

- a) Osha enterprises wishes to expand its operations to Mwhoko area. Explain why Osha enterprises needs to scan and analyze its marketing environment before starting operations. (8 Marks)
- b) Osha enterprises has been seeking ways to expand its markets to new consumers. Discuss the various emerging issues in marketing that Osha enterprises is likely to encounter. (8 Marks)
- c) Research is a crucial aspect of any marketing campaign. Outline the various steps that Osha enterprises can employ to conduct a successful marketing campaign. (4 Marks)