

BHM 316



OFFICE OF THE DEPUTY PRINCIPAL
ACADEMICS, STUDENT AFFAIRS AND RESEARCH

UNIVERSITY EXAMINATIONS

2019 /2020 ACADEMIC YEAR

THIRD YEAR SECOND SEMESTER REGULAR EXAMINATION

**FOR THE DEGREE OF BACHELOR OF HOTEL &
HOSPITALITY**

COURSE CODE: BHM 316

COURSE TITLE: MARKETING AND SALES IN HOSPITALITY

DATE: 03/11/2020

TIME: 3 HOURS

INSTRUCTION TO CANDIDATES

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REGULAR – MAIN EXAM

BHM 316: MARKETING AND SALES IN HOSPITALITY

STREAM: BHH

DURATION: 3 Hours

INSTRUCTIONS TO CANDIDATES

- i. Answer Question ONE and any other TWO questions.*
- ii. Do not write on the question paper.*

SECTION A

QUESTION ONE

(30 MARKS)

‘Busia Holidays Inc’ is an organization which focuses on the hotel and hospitality businesses. The main focus of their business is a high quality beach hotel in the city of Mombasa, Kenya. However, it also has a number of smaller lodges in other parts of the country, which are called ‘The Fun Fare Business’. The Organization is a traditional holiday destination focused outlet which has a vast range of hotel and hospitality products and services for sale. There was a recent refit of the main beach hotel, followed by a re-launch which attracted favourable publicity. The feedback has been positive and there is evidence that the local customers are increasing their loyalty to the hotel. The marketing and sales director thinks they must recruit additional personnel to their marketing and sales force to maximize on emerging opportunities and improve their returns.

- (a) Assuming you are the marketing and sales director of Busia Holidays Inc and have convinced the top management to recruit additional sales force members, describe to the management any **five** factors that need to be considered before recruiting new sales force members. **(10 marks)**
- (b) Describe any **two** ways you can adopt to determine the right number of sales force to recruit. **(5 marks)**
- (c) State to the management any **five** external sources of recruitment that you may use. **(5 marks)**
- (d) You think that the organization should recruit a new marketing and sales manager for the ‘The Fun Fare Business’ in Nairobi outlet. Describe **five** characteristics he/she must possess. **(5 marks)**

- (e) Describe any **five** advantages the organization is likely to gain from recruiting from external sources. **(5 marks)**

QUESTION TWO

(20 MARKS)

'Jibambe Holiday Makers' is intending to introduce a new innovative service in the market that may revolutionize the hotel and hospitality industry. This is because the market for holiday products and services is reaching saturation point in certain countries i.e. most people have visited tourist destinations in those countries. The market is very competitive, and hospitality business investors have two main ways of growing their market share: -

- By developing new services to offer their users, and attract customers from their competitors.
- By developing new versions of their attractions, with the aim of both attracting customers from their competitors and encouraging their current customers to try new hospitality products and services and trying encourage repeat visits. 'Jibambe Holiday Makers' plans to greatly focus on their current customers for future growth.

- (a) Explain the meaning of buyer-seller dyads as used in sales management. **(2 marks)**
- (b) 'Jibambe Holiday Makers' are also conscious of the need to develop sales leads for their new innovative product. Suggest **four** sources of leads for them. **(4 marks)**
- (c) The sales manager in qualifying the leads decided to drop some claiming they did not hold potential for becoming sales prospect. Give any **four** reasons why the leads may have been dropped. **(4 marks)**
- (d) You are invited as a sales management expert by 'Jibambe Holiday Makers' to help their sales team approach selling more professionally. Describe the AIDAS theory of selling clearly stating activities the sales team needs to be engaged in to successfully meet their selling objectives. **(10 marks)**

QUESTION THREE

(20 MARKS)

“A public is any group that has actual or potential interest in or impact on an organization’s ability to achieve its objectives”.

- (a) In light of this statement;
- (i) List any **four** publics a hotel may be exposed to. **(4 marks)**
 - (ii) Describe how suppliers and marketing intermediaries may affect how a hotel undertakes its marketing and selling operations. **(6 marks)**
- (b) Explain any **five** macro environmental factors that marketing and sales people in hotel and hospitality industry have to always scan in their operation. **(10 marks)**

QUESTION FOUR

(20 MARKS)

Sales forecast needs to be undertaken before designing sales territory. Also, the basic premise underlying the workload approach is that all sales personnel should shoulder an equal amount of work. In line with this assumption;

- (a) Identify any **three** internal factors that can affect sales forecasting. **(3 marks)**
- (b) Describe the qualitative method of sales forecasting. **(3 marks)**
- (c) When deciding on the size and shape of sales territory sales managers take into consideration a range of factors. State any **four** factors that may be considered. **(4 marks)**
- (d) Identify and explain **six** steps used in establishing the total number of sales people required when designing sales territory. **(12 marks)**

QUESTION FIVE

(20 MARKS)

As an expert in marketing and sales in hotel and hospitality industry you are invited to facilitate a workshop in personal selling.

- (e) Clearly define personal selling and state any **three** quantitative personal objectives of selling **(5 marks)**
- (f) Describe to the attendees any **three** situations where personal selling in the hotel and hospitality industry becomes more appropriate. **(3 marks)**

- (g) Personal selling demands a command over certain requisites to success adopt and use it in selling. Discuss any **six** essentials of personal selling to the attendees. **(6 marks)**
- (h) In today's marketing practice personal selling has increasingly become important and an indispensable techniques for selling especially in customer oriented companies. Explain to the attendees any **six** benefits of using personal selling. **(6 marks)**
