



OFFICE OF THE DEPUTY PRINCIPAL
ACADEMICS, STUDENT AFFAIRS AND RESEARCH

UNIVERSITY EXAMINATIONS

2020 /2021 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: 13TH JULY, 2021
HOURS

TIME: 3

INSTRUCTION TO CANDIDATES

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THIS PAPER CONSISTS OF 4 PRINTED PAGES

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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)**

The board of sales manager Seasons International Hotel in Nairobi has approached you as an expert in marketing and selling in hotel and hospitality sector to facilitate a capacity building workshop in their sales department. They are concerned that all is not well with their sales team that seems to display contrasting styles to selling limiting a common approach.

- (a) The sales manager expresses concern that the recently hired sales persons seem not to understand their role. Clearly describe to the attendees any **four** roles a sales person plays.

(8 marks)

- (b) The days of a sales person carrying a briefcase of brochures and knocking on the doors to drum up interest in his/her own company's products are waning slowly. Describe to the attendees any **four** features of modern selling.

(8 marks)

- (c) One of the attendees invokes the common claim that "*sales people are born, not made*" while a few of them dispute this causing some confusion. Describe any **five** characteristics that a salesperson must possess to consistently succeed in making important sales.

(10**marks)**

- (d) In your preliminary interactions you learn that some sales reps are dissatisfied by the way their sales manager conducts departmental affairs. Therefore you decide to talk to him after the training. Explain to the sales manager any **four** sales management blunders and how they can be avoided.

(4**marks)**

QUESTION TWO
MARKS)

(20

The sales environment is a marketing term that refers to all of the actors and forces outside sales that affect sales management's ability to build and maintain successful relationships with target customers.

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

QUESTION THREE
MARKS)

(20

'Casolodge Safaris' is a private limited company that provides hotel and hospitality related products and services. The business has recently had financial problems as sales volumes have dwindled substantially. The management thinks that this has been caused largely by COVID 19 pandemic and therefore important decisions needed to be made to solve this problem. The management is thinking about making some sales employees redundant as they believe they lack the capacity to sale in this kind of environment.

- (a) Assuming you are the sales manager and you are required to hire a new crop of sales personnel. Giving clear reasons suggest any **three** selection tests that you think will be appropriate during the recruitment process. **(3 marks)**
- (b) As a sales manager the 'Casolodge Safaris' CEO advices that the new team must be recruited from external sources. Describe to the management any **five** external sources of recruitment that you may use. **(5 marks)**
- (c) You are asked by the CEO to conduct a training needs analysis for the sales department in order to identify gaps between skills needed and those possessed by sales personnel. State any **four** types of needs analyses that can be employed to help identify these gaps. **(4 marks)**
- (d) The CEO further asks you to come up with appropriate compensation scheme for the sales team that will be recruited. Discuss any **four** external factors that may influence the

choice of scheme you will adopt.

(8

marks)

QUESTION FOUR

(20

MARKS)

Blissful Homes International (BHI) is a hospitality business unit firm of the Alupe University College hotel and hospitality department. It has experienced stressful COVID 19 pandemic disruptions bringing down the sales figures. The Investment Business Unit management board is concern that the recent happenings in their tour transport firm whose sales volumes are threatening the existence of the business. They approach you as a sales manager at BHI to assist.

(a) The board members claim they have done everything possible to create appropriate internal measures to enhance attractiveness of the transport business to tourist destination and hence expect the sales department to deliver the rest. Explain to the board any five external factors that may affects sales.

(5 marks)

(b) Your own evaluation of the selling activities show that sales territories are not considered important. Explain to the sale team at transport business firm why organizations establish sales territory.

(5 marks)

(c) You interact with the transport firm sales manager and notice a problem with how sales territories have been created. Describe any **five** factors that need to be considered when determining size and shape of sales territories

(5 marks)

(d) You also notice a problem with sales forecasting. Highlight any **five** methods they can adopt for proper sales forecasts.

(5

marks)

QUESTION FIVE

(20

MARKS)

You are invited to a Hotel and Restaurants sales managers' forum as an expert in marketing and sales management.

(a) In the process of interaction with the sales managers, you realize that some of them have never seen the need to motivate their sales force. Define sales force motivation and state any **three** objectives of motivating sales people to the sales managers attending the

forum.

(4 marks)

(b) Describe any **four** ways a sales manager can motivate the sales team to the attendees.

(8

marks)

(c) Clearly describe the Vroom's Expectancy Theory of motivation to the sales managers.

(5

marks)

(d) State any **three** roles sales managers play in motivating sales force.

(3 marks)
