GRETSA UNIVERSITY - THIKA

UNIVERSITY EXAMINATIONS

JANUARY – APRIL 2026 SEMESTER

BACHELOR OF SCIENCE IN HOSPITALITY MANAGEMENT

COURSE CODE: BSHM 403

COURSE TITLE: HOSPITALITY SALES &ADVERTISING

DATE: 07 APRIL 2026 **TIME: 2 HOURS**

INSTRUCTIONS TO CANDIDATES

1. SECTION A IS **COMPULSORY.**
2. SECTION B: ANSWER ANY OTHER **TWO** QUESTIONS.
3. **DO NOT** WRITE ANYTHING ON THIS QUESTION PAPER AS IT WILL BE AN EXAM IRREGULARITY.
4. ALL ROUGH WORK SHOULD BE AT THE BACK OF YOUR ANSWER BOOKLET AND CROSSED OUT.

CAUTION: *All exam rooms are under CCTV surveillance during the examination period.*

SECTION A: COMPULSORY

QUESTION ONE

The Perfect Getaway Campaign

The Oasis Hotel, a mid-sized establishment located in a bustling tourist area, was experiencing a decline in room bookings and restaurant sales during off-peak seasons. The hotel's management team, led by Marketing Manager Sarah Lee, noticed that despite having high customer satisfaction rates, their occupancy was low compared to nearby competitors. Sarah decided to create a targeted sales and advertising campaign to improve the hotel's visibility and boost its revenue, especially during low-demand periods.

Sarah's first step was to conduct Market research, identifying that most of their customers were young couples and families looking for a mix of affordability and amenities. Based on this, she structured a campaign called "The Perfect Getaway" focusing on discounted weekend packages. She allocated a budget towards digital ads, social media promotions, and partnerships with travel bloggers to reach this demographic.

To ensure the campaign stayed within budget, she employed a cooperative advertising strategy, partnering with local attractions to split Marketing costs. She also created a schedule for regular content updates and customer engagement across various platforms.

Sarah used the Marketing Management Process steps: research, strategy creation, implementation, and control. She closely monitored campaign performance using KPIs like website traffic, booking rates, and customer feedback. This campaign ultimately led to a 20% increase in off-season bookings and significantly raised the hotel's online visibility.

SOURCE: LECTURER

a) Describe the "cooperative advertising strategy" used by Oasis Hotel. **[4 Marks]**

b) Explain **two** ways Sarah's approach to budgeting with limited resources impacted the overall success of the Oasis Hotel's campaign. **[4 Marks]**

c) Explain **three** advantages of using a cooperative advertising strategy in the hospitality industry. **[6 Marks]**

d) Describe **three** ways Sarah's use of the Marketing Management Process contributed to the campaign's effectiveness. **[6 Marks]**

e) Describe **five** Key Performance Indicators (KPIs) Sarah could use to measure the ongoing success of the campaign. **[10 Marks]**

SECTION B: ANSWER ANY THREE QUESTIONS

QUESTION TWO

a) Explain **five** ways of handling sales objections successfully. **[10 Marks]**

b) A boutique hotel chain is launching a new loyalty program and wants to attract guests to sign up during their stay. Describe **five** ways you would use the AIDA model to Market this program and drive customer sign-ups. **[10 Marks]**

QUESTION THREE

a) Your task is to create an advertising campaign for a hotel chain to promote a new resort in Bali. Explain:

i. **Two** ways on how you would measure the success of this campaign using KPIs **[4 Marks]**

ii. **Three** benefits of clear objectives in an advertising campaign. **[6 Marks]**

b) Describe **five** ways internal Marketing can influence business growth. **[10 Marks]**

QUESTION FOUR

a) Describe **five** sales promotion strategies that could be used to improve customer loyalty. **[10 Marks]**

b) Explain **five** differences between a sales concept and a Marketing concept as used in Marketing philosophies. **[10 Marks]**

QUESTION FIVE

a) As a Marketing consultant, explain **five** ways competitive differentiation can boost a hotel's Market presence in hospitality sales. **[10 Marks]**

b) The boutique hotel you are consulting for offers luxury bath products, room service, and wellness experiences. Describe **five** ways the service-goods continuum applies to this mix. **[10 Marks]**