



QUALIFICATION : BACHELOR OF HOSPITALITY AND TOURISM HONOURS	
QUALIFICATION CODE: 08BHTH	LEVEL: 8
COURSE: STRATEGIC TOURISM MARKETING AND INNOVATION	COURSE CODE: SMI810S
DATE JULY 2022	SESSION: PAPER 2
DURATION: 2 HOURS	MARKS: 100

FIRST OPPORTUNITY EXAMINATION PAPER

EXAMINER: Dr. W. Muhoho-Minni

MODERATOR: Ms. Rosemary Gitau

**THIS EXAMINATION PAPER CONSISTS OF 2 PAGES
(INCLUDING THIS FRONT PAGE)**

PERMISSIBLE MATERIALS

1. NONE

INSTRUCTIONS

1. Answer **all questions**.
2. Read all the questions carefully before answering.
3. Marks for each question are indicated at the end of each question.
4. Please ensure that your writing is legible, neat and presentable.

This Paper consists of 2 pages including this one

QUESTION 1

“Marketing has often been defined in terms of satisfying customer needs and wants. Critics, however, maintain that marketing creates needs and wants that did not exist before. They feel that marketers encourage consumers to spend more money than they should on goods and services that they do not really need (Kotler & Keller, 2016)”

With reference to the above statement and with examples from hospitality and tourism, take a position and debate on the following:

Marketing shapes consumer needs and wants versus marketing merely reflects the needs and wants of consumers.

20 marks

QUESTION 2

With the aid of a diagram critically discuss the concept of holistic marketing.

20 marks

QUESTION 3

Briefly explain the following

- i. Difference between marketing planning and strategic planning
- ii. Difference between product concept and selling concept
- iii. Production concept and marketing concept
- iv. Characteristics and types of strategic decisions

4x5 = 20 marks

QUESTION 4

You have been appointed the marketing director of Air Namibia with a mandate to implement a turnaround strategy for the collapsed airline. Using the five-stage strategic planning and implementation process recommendation by Wilson and Gilligan (2013) identify and discuss the steps you would take to implement the turnaround strategy.

40 marks