



**PAMIBIA UNIVERSITY
OF SCIENCE AND TECHNOLOGY**

FACULTY OF MANAGEMENT SCIENCES

DEPARTMENT OF HOSPITALITY AND TOURISM

QUALIFICATION : BACHELOR OF HOSPITALITY MANAGEMENT AND BACHELOR OF TOURISM MANAGEMENT	
QUALIFICATION CODE: 07BOTM; 07BHMN	LEVEL: 7
COURSE CODE: SHT420S	COURSE NAME: STRATEGIC MARKETING FOR HOSPITALITY AND TOURISM
SESSION: NOVEMBER 2019	PAPER: THEORY
DURATION: 3 HOURS	MARKS: 100

1ST OPPORTUNITY EXAMINATION QUESTION PAPER	
EXAMINER	Dr F.G. BELLO
MODERATOR:	Ms. Catherine Sunde

INSTRUCTIONS
<ol style="list-style-type: none">1. Answer all questions2. Start each question on a new page3. Please ensure that you write your student number on the booklet and you sign the attendance examination register. <p>NB: students are advised that it is in their own interest to write legibly and in ink</p>

THIS QUESTION PAPER CONSISTS OF 2 PAGES (Including this page)

QUESTION ONE

Explain the following marketing terms and give a practical example for each case:

- | | |
|------------------------|---------|
| (a) Brand positioning | 5 Marks |
| (b) Branding | 5 Marks |
| (c) Diversification | 5 Marks |
| (d) Down-sizing | 5 Marks |
| (e) Market penetration | 5 Marks |

QUESTION TWO

25 Marks

Explain FIVE (5) approaches that an organisation can use to position its marketing offerings.

QUESTION THREE

25 Marks

Today's consumer has become increasingly demanding. They not only want high quality products, but they also expect high quality customer service. Even manufactured products such as cars, mobile phones and computers cannot gain a strategic competitive advantage through the physical products alone. Delivering superior value to the customer is an ongoing concern of product managers. This not only includes the actual physical product but customer service as well. Products that do not offer good quality customer service that meets the expectations of consumers are difficult to sustain in a competitive market. As a result of this many managers are striving to close all the gaps that often lead to customer dissatisfaction and the loss of competitive advantage.

By using the SERVQUAL model (service quality gap model-diagram) discuss the service gaps that lead to customer dissatisfaction. In your discussion outline strategies that can be used to close these gaps.

QUESTION FOUR

25 Marks

As a marketing consultant, you have been hired to analyse the current business portfolios of company X, using the Boston Consulting Group Matrix (BCG) approach. In your report to the management of company X discuss how the BCG model can be used to analyse business portfolios as well as the problems of using this approach.

END OF QUESTION PAPER