



**NAMIBIA UNIVERSITY
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QUALIFICATION : Bachelor of Tourism/Hospitality Management	
QUALIFICATION CODE: 07BOTM/O7BHMN	LEVEL: 7
COURSE: Hospitality and Tourism Marketing	COURSE CODE: HTM610S
DATE: June 2019	SESSION: Theory
DURATION: 2 Hours	MARKS: 100

FIRST OPPORTUNITY EXAMINATION PAPER

EXAMINER: Dr Simon Chiutsi

MODERATOR: Ms. Isobel Green

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

INSTRUCTIONS

1. Answer all the questions.
2. Each question carries 20 marks
3. Read all the questions carefully before answering.
4. Marks for each question are indicated at the end of each question.
5. Please ensure that your writing is legible, neat and presentable.

Question 1

1.1 Discuss how a relationship marketing strategy differs from a transactional marketing strategy in the hospitality and tourism Industry?

(10 Marks)

1.2 Explain the benefits of Customer Relationship Management when developing marketing plans for hospitality and tourism enterprises

(10 Marks)

Question 2

2.1 Citing relevant examples, identify and explain five (5) service quality determinants in the provision of hospitality and tourism products and services.

(10 Marks)

2.2 Identify and explain the major actions to be taken in the event of service failures and problems occurring during a customer interface with service providers. Give examples from the tourism and hospitality industry

(10 Marks)

Question 3

3.1 Discuss five factors that must be considered by marketers when pricing products in the hospitality and tourism industry.

(10 Marks)

3.2 Critique the marketing implications of the fact that services are consumed at the same time they are produced.

(10 Marks)

Question 4

4.1 Outline five (5) advantages of social media marketing in the tourism and hospitality industry.

(10 Marks)

4.2 Discuss five (5) ways in which NUST Hotel School can improve its online marketing effectiveness.

(10 Marks)

Question 5

5.1 Explain the interrelationships in the service marketing triangle as it relates to marketing in hospitality and tourism companies.

(10 Marks)

5.2 Identify and explain the Eight P's of the marketing mix in the hospitality and tourism industry competitors.

(10 Marks)

TOTAL MARKS: 100