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QUALIFICATION: Bachelor of Tourism Innovation and Development	
QUALIFICATION CODE: 07 BTID	LEVEL: 7
COURSE: Hospitality and Tourism Marketing	COURSE CODE: HTM610S
DATE: June 2022	SESSION: 1
DURATION: 2 Hours	MARKS: 100

FIRST OPPORTUNITY: EXAM PAPER

EXAMINER: Mrs J Isaacs Olivier

MODERATOR: MRS. I MANUEL

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

INSTRUCTIONS

1. Answer **all questions**.
2. When writing take the following into account: The style should inform than impress, it should be formal, in third person, paragraphs set out according to ideas or issues and the paragraphs flowing in a logical order. Information provided should be brief and accurate.
3. Please, ensure that your writing is **legible, neat and presentable**.

<u>Question 1</u>	[20]
1.1 Define the term Marketing in Tourism and Hospitality	(2)
1.2 Develop and explain the Hospitality Product Model by using relevant examples?	(10)
1.3 Illustrate your understanding of the below terms:	
a) Exchange	(1)
b) Product	(1)
c) Need	(1)
d) Want	(1)
1.4 Outline the difference between Customer Value and Relationship Marketing?	(4)
 <u>Question 2</u>	 [20]
2.1 Identify and explain the characteristics of Services in Tourism and Hospitality ?	(14)
2.2 Demonstrate three (3) Management Strategies for Service Businesses?	(6)
 <u>Question 3</u>	 [20]
3.1 Discuss the Macro business Environment in Marketing	(14)
3.2 Demonstrate the difference between Consumer Markets and Consumer Behavior?	(4)
3.3 Explain your understanding of Relationship Marketing?	(2)
 <u>Question 4</u>	 [20]
4.1 Discuss the different types of Market segmentation with examples?	(14)
4.2 Identify and elaborate on three (3) functions of public relations in Tourism and Hospitality?	(6)
 <u>Question 5</u>	 [20]
5.1 Discuss four (4) promotional tools used in Marketing	(8)
5.2 Construct the PEST Analysis and explain it in detail.	(12)

Good luck!!

Total: 100 Marks