



ΠΑΜΙΒΙΑ UNIVERSITY
OF SCIENCE AND TECHNOLOGY

FACULTY OF COMMERCE, HUMAN SCIENCES AND EDUCATION

DEPARTMENT OF HOSPITALITY AND TOURISM

QUALIFICATION: BACHELOR OF TOURISM INNOVATION AND DEVELOPMENT	
QUALIFICATION CODE: 07 BTID	LEVEL: 7
COURSE CODE: HTM610S	COURSE NAME: HOSPITALITY & TOURISM MARKETING
SESSION: JUNE 2024	PAPER: THEORY (PAPER 1)
DURATION: 2 HOURS	MARKS: 100

FIRST OPPORTUNITY EXAMINATION QUESTION PAPER	
EXAMINER(S)	MS. ETHILDE KUWA
MODERATOR:	DR. ISOBEL GREEN

<p style="text-align: center;">INSTRUCTIONS</p> <ol style="list-style-type: none">1. Answer all the questions.2. Read all the questions carefully before answering.3. Number the answers clearly4. Please, ensure that your writing is legible, neat and presentable.

THIS QUESTION PAPER CONSISTS OF 3 PAGES (Including this front page)

Question 1

[12]

- 1.1 What do you understand by the term Market? (2 Marks)
- 1.2 What is service culture? (2 Marks)
- 1.3 Define the term Market Segmentation. (2 Marks)
- 1.4 What are the advantages and disadvantages of Market Segmentation? (6 Marks)

Question 2

[20]

2.1 Consumer behaviour refers to the buying behaviour of final customers, individuals and households who buy goods and services for personal consumption. Identify and clarify personal and social factors affecting consumer behaviour. (20 Marks)

Question 3

[20]

3.1 The marketing environment includes the actors and forces outside of marketing that affect marketing management's ability to build and maintain successful relationships with customers. Identify and discuss the Micro and Macro environmental factors that influence the marketing environment. (20 Marks)

Question 4

[11]

- 4.1 Discuss the concept of marketing intelligence. (2 Marks)
- 4.2 Identify and explain the three (3) different types of Marketing Intelligence. (9 Marks)

Question 4

[15]

- 5.1 Define and explain the concept of a "brand"? (3 Marks)
- 5.2 Mention and explain the four (4) different product levels in Marketing, and provide examples from the Hospitality and Tourism Industry. (12 Marks)

Question 6

[22]

6.1 Give four (4) approaches to Primary Data Collection

(4 Marks)

6.2 State the advantages and disadvantages of Telephonic Surveys.

(8 Marks)

6.3 Explain the concept of personal selling and provide its advantages and disadvantages

(10 Marks)