



PAMIBIA 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: JULY 2024	PAPER: THEORY (PAPER 1)
DURATION: 2 HOURS	MARKS: 100

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

INSTRUCTIONS
<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

[15]

- 1.1 Marketing can be defined in many ways. In your own words, describe the term marketing to someone who has not taken a Marketing for hospitality and Tourism course. Provide examples from the Hospitality and Tourism sector. (7 Marks)
- 1.2 Discuss the importance of Marketing in Hospitality and Tourism. (4 Marks)
- 1.3 Define and explain the concept of customer orientation in Hospitality and Tourism. Use examples of Namibia tourism organizations that use this approach. (4 Marks)

Question 2

[20]

- 2.1 Draw and explain the Servuction Model in Hospitality Marketing? (20 Marks)

Question 3

[30]

- 3.1 The marketing environment includes actors and forces that affect marketing management's ability to build and maintain successful relationships with customers. Identify and describe the micro and macro environmental factors that the marketer should consider when making decisions. (20 Marks)
- 3.2 Mention and Explain the five (5) Social factors affecting consumer behavior (10 Marks)

Question 4

[20]

- 2.1 Explain the term Marketing Intelligence in Hospitality Marketing. (2 Marks)
- 2.2 Explain the term Marketing Research (2 Marks)
- 2.3 Discuss why is it important to do Marketing research. (8 Marks)
- 2.4 Identify and explain the (4) four approaches of Primary Data Collection (8 Marks)

Question 5

[15]

5.1 Define the concept of Customer Relationship Management (CRM). (2 Marks)

5.2 What are the uses of Customer relationship management? (3 Marks)

5.3 Explain the (5) five promotion tools (10 Marks)