



**NAMIBIA UNIVERSITY
OF SCIENCE AND TECHNOLOGY**

FACULTY OF MANAGEMENT SCIENCES

DEPARTMENT OF HOSPITALITY AND TOURISM

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| 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: JANUARY 2020 | PAPER: THEORY |
| DURATION: 3 HOURS | MARKS: 100 |

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| 2nd OPPORTUNITY EXAMINATION QUESTION PAPER | |
| EXAMINER | Dr F.G. Bello |
| MODERATOR: | Ms. Catherine Sunde |

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| <p style="text-align: center;">INSTRUCTIONS</p> <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> |
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THIS QUESTION PAPER CONSISTS OF 2 PAGES (Including this page)

QUESTION ONE**25 Marks**

Discuss the FIVE (5) characteristics of services that differentiate services from products.

QUESTION TWO

- (a) Kotler and Lee (2005) state that a model of service marketing like conventional marketing contains four “Ps” being product, price, promotion and place. However, there are also additional service marketing “Ps” that are used in this model.

Discuss the other **THREE (3)** “Ps” that are used in service marketing apart from the 4Ps outlined above. **15 Marks**

- (b) What measures can be employed by an organization to ensure consistency in service quality? **10 Marks**

QUESTION THREE**25 Marks**

Firms need growth if they are to compete more effectively, satisfy their stakeholders and attract talent, “Growth is pure oxygen as it creates a vital, enthusiastic corporation where people see genuine opportunity” (Kotler, 2010). Ansoff proposes a product/market expansion grid framework for detecting new intensive growth opportunities.

With this view in mind discuss Ansoff’s matrix, that is the four [quadrants] product/market expansion framework and how it can be used in the hospitality industry. Provide practical examples to support your answer

QUESTION FOUR**25 Marks**

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

END OF QUESTION PAPER