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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: July 2022 | SESSION: 1 |
| DURATION: 2 Hours | MARKS: 100 |

SECOND OPPORTUNITY: EXAM PAPER

EXAMINER: Mrs J Isaacs Olivier

MODERATOR: MRS. I MANUEL

**THIS TEST PAPER CONSISTS OF 3 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**.

Question 1 [20]

- 1.1 Demonstrate the difference between selling and marketing in Tourism and hospitality? (2)
- 1.2 "A product is defined as anything that can be offered to a market for attention, acquisition, use or consumption that might satisfy a want or a need".
Identify and explain the levels in tourism and hospitality products. (8)
- 1.3 By drawing a diagram, explain the service Marketing Triangle? (10)

Question 2 [20]

- 2.1 The Gaps Model is a framework which helps us understand customer satisfaction. Discuss in detail the service gaps by drawing the Gaps Model? (15)
- 2.2 Identify 5 (five) characteristics of service products in Hospitality Marketing? (5)

Question 3 [20]

- 3.1 Describe your understanding of Consumer Behavior: (2)
- 3.2 Discuss the personal factors affecting Consumer Behavior? (10)
- 3.3 Market Positioning is defined as the way in which a tourism and hospitality product is perceived by customers and competitors in relation to other offerings.
Outline and discuss the positioning strategies used to position hospitality or tourism products? (8)

Question 4 [20]

- 4.1 Demonstrate your understanding of:
- (a) Branding: (2)
- (b) Brand Equity (2)
- (c) Brand portfolio: (2)
- 4.2 Draw and Explain the Product life cycle in Tourism and Hospitality? (14)

Question 5

[20]

5.1 Discuss the term Marketing Research?

(2)

5.2 Marketing research is related to the Extended Marketing Mix; explain your understanding of the Marketing Mix in Hospitality Marketing?

(14)

5.3 Identify the steps in the Marketing Research process?

(4)

Good luck!!

Total: 100 Marks