



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 2023	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

[10]

Fill in the following missing terms

..... A product is anything that can be offered to satisfy a need or a want.

(2 Marks)

.....is the difference between the benefits that the customer gains from owning and/or using a product and the costs of obtaining it.

(2 Marks)

.....are based on past buying experiences, the opinions of friends and market information.

(2 Marks)

.....this is determined by how well the product meets the customers expectations for that product.

(2 Marks)

..... is building strong economic relationships between with social ties by following through on promises

(2 Marks)

Question 2

[25]

2.1 Explain the term market.

(1 Marks)

2.2 Identify and explain the four (7) characteristics of service marketing in Hospitality and Tourism

(14 Marks)

2.3 The Gaps Model is a framework that helps us understand customer satisfaction. The model identifies the five major satisfaction gaps that organizations must address when seeking to meet customers' expectations. Identify and explain with examples the five (5) gaps that exist in customer satisfaction.

(10 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 behaviour

(10 Marks)

Question 4

[20]

4.1 What is Marketing Research?

(2 Marks)

4.2 Why is marketing research important in the hospitality and Tourism Industry?

(8 Marks)

4.3 Define the Concept of Segmentation.

(2 Marks)

4.4 Identify and explain the different types of market segmentation

(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 Relationships Management?

(8 Marks)

5.3 Explain the (5) five promotion tools

(5 Marks)