



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 2025	PAPER: THEORY (PAPER 1)
DURATION: 2 HOURS	MARKS: 100

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

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 2 PAGES (Including this front page)

Question 1

[12]

- 1.1. What is Marketing? (2 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. (6 Marks)

Question 2

[14]

- 2.1 Identify and explain the five (7) characteristics of service marketing in Hospitality and Tourism.

Question 3

[26]

- 3.1 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)
- 3.2 What are the advantages and disadvantages of Market Segmentation? (6 Marks)

Question 4

[21]

- 4.1 Identify and explain the three (3) different types of Marketing Intelligence. (9 Marks)
- 4.2 Mention and explain the different product levels in Marketing, provide examples from the Hospitality and Tourism Industry. (12 Marks)

Question 5

[27]

- 5.1 When collecting primary data, marketing researchers have a choice of primary research instruments; List these different types of research instruments. (5 Marks)
- 5.2 In a table form, state the advantages and disadvantages of Advertising. (8 Marks)
- 5.3 Discuss the role and function of Public Relations in tourism and Hospitality marketing. (14 Marks)