



**PAMIBIA UNIVERSITY
OF SCIENCE AND TECHNOLOGY**

FACULTY OF COMMERCE, HUMAN SCIENCES AND EDUCATION

DEPARTMENT OF HOSPITALITY AND TOURISM

QUALIFICATION: BACHELOR OF HOSPITALITY AND TOURISM HONOURS	
QUALIFICATION CODE: 08BHTM	LEVEL: 8
COURSE CODE: SMI810S	COURSE NAME: STRATEGIC MARKETING AND INNOVATION
SESSION: JULY 2025	PAPER: THEORY (PAPER 1)
DURATION: 2 HOURS	MARKS: 100

SECOND OPPORTUNITY EXAMINATION QUESTION PAPER	
EXAMINER(S)	Dr. Ebson Ngondo
MODERATOR:	Ms. Rosemary Gitau

INSTRUCTIONS
<ol style="list-style-type: none">1. Answer ALL the questions.2. Read all the questions carefully before answering.3. Number the answers clearly

THIS QUESTION PAPER CONSISTS OF 3 PAGES (Including this front page)

Question 1

1.1 Define the Service Marketing Triangle and explain its three key components in the context of Namibia's hospitality and tourism industry.

(10 Marks)

1.2 Analyse how the Service Marketing Triangle can help improve customer satisfaction in Namibian airlines, such as Fly Namibia.

(10 Marks)

Question 2

Discuss in detail how a strong and well-defined tourism brand influences and shapes the application of the extended marketing mix (the 7Ps) within the hospitality and tourism industry.

(20 Marks)

Question 3

A newly launched eco-lodge in Namibia aims to attract eco-conscious travellers by offering sustainable tourism experiences. However, the brand struggles with limited awareness, seasonal demand fluctuations, and competition from well-established lodges.

Conduct a SWOT analysis for the eco-lodge, identifying at least two strengths, weaknesses, opportunities, and threats.

(20 Marks)

Question 4

A luxury safari lodge in Namibia has been struggling to attract younger travellers. Management decides to implement innovative marketing strategies, including social media campaigns, augmented reality tours, and eco-tourism partnerships, to rebrand and expand its market reach.

4.1 Evaluate the effectiveness of using digital and social media marketing to attract millennial and Gen Z travellers to Namibia.

(10 Marks)

4.2 What innovative marketing strategies should the safari lodge implement to create a competitive advantage in the tourism industry?

(10 Marks)

Question 5

Namibia's tourism and hospitality industry relies on delivering high-quality service experiences to domestic and international visitors. However, due to the unique characteristics of services, businesses face challenges in maintaining service consistency, managing peak demand periods, and ensuring customer satisfaction.

Analyse how the four key service characteristics impact the marketing strategies of a Namibian safari lodge or resort. Provide practical examples.

(20 Marks)

**TOTAL MARKS: 100
!!!!!!!!!!!!!!GOODLUCK!!!!!!!!!!!!!!**