



**NAMIBIA UNIVERSITY
OF SCIENCE AND TECHNOLOGY**

Faculty of Management Sciences

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QUALIFICATION : Bachelor of Tourism/Hospitality Management	
QUALIFICATION CODE: 07BOTM/07BHMN	LEVEL: 7
COURSE: Hospitality and Tourism Marketing	COURSE CODE: HTM610S
DATE: July 2019	SESSION: Theory
DURATION: 2 Hours	MARKS: 100

SECOND OPPORTUNITY EXAMINATION PAPER

EXAMINER: Dr Simon Chiutsi

MODERATOR: Ms. Isobel Green

**THIS EXAMINATION PAPER CONSISTS OF 2 PAGES
(INCLUDING THIS FRONT PAGE)**

INSTRUCTIONS

1. Answer all the questions.
2. Each question carries 20 marks.
3. Read all the questions carefully before answering.
4. Marks for each question are indicated at the end of each question.
5. Please ensure that your writing is legible, neat and presentable.

Question 1

- 1.1** Discuss the critical role of marketing in the hospitality and tourism industry. **(10 Marks)**
- 1.2** Justify why many tourism and hospitality businesses engage in market segmentation. **(10 Marks)**

Question 2

- 2.1** Describe the main elements of the hospitality and tourism marketing mix. **(10 Marks)**
- 2.2** In your view, which marketing mix elements would you recommend for NUST Hotel School to improve demand for its products and services **(10 Marks)**

Question 3

- 3.1** Evaluate the effectiveness of social media marketing for NUST Hotel School. **(10 Marks)**
- 3.2** Citing relevant examples, identify and explain the common positioning strategies applicable for hospitality and tourism enterprises. **(10 Marks)**

Question 4

- 4.1** Discuss the main characteristics of services as it relates to the hospitality and tourism industry. **(10 Marks)**
- 4.2** Recommend five strategies which NUST Hotel school can adopt to address the challenge of service variability **(10 Marks)**

Question 5

- 5.1** In developing marketing information, examine the main sources of information for hospitality and tourism marketers. **(10 Marks)**
- 5.2** Examine the key factors to be considered by tourism and hospitality business when pricing their products and services **(10 Marks)**

TOTAL MARKS: 100