



**NAMIBIA UNIVERSITY  
OF SCIENCE AND TECHNOLOGY**

**FACULTY OF COMMERCE, HUMAN SCIENCES AND EDUCATION**

**DEPARTMENT OF HOSPITALITY AND TOURISM**

<b>QUALIFICATION:</b> BACHELOR OF TOURISM INNOVATION AND DEVELOPMENT	
<b>QUALIFICATION CODE:</b> 07 BTID	<b>LEVEL:</b> 7
<b>COURSE CODE:</b> HTM610S	<b>COURSE NAME:</b> HOSPITALITY & TOURISM MARKETING
<b>SESSION:</b> JUNE 2025	<b>PAPER:</b> THEORY (PAPER 1)
<b>DURATION:</b> 2 HOURS	<b>MARKS:</b> 100

<b>FIRST OPPORTUNITY QUESTION PAPER</b>	
<b>EXAMINER(S)</b>	MS. ETHILDE KUWA
<b>MODERATOR:</b>	DR. ISOBEL MANUEL

<b>INSTRUCTIONS</b>
<ol style="list-style-type: none"><li>1. Answer <b>all the questions</b>.</li><li>2. Read all the questions carefully before answering.</li><li>3. Number the answers clearly</li><li>4. Please, ensure that your writing is <b>legible, neat and presentable</b>.</li></ol>

**THIS QUESTION PAPER CONSISTS OF 2 PAGES (Including this front page)**

**Question 1**

**[34]**

- 1.1 What do you understand by the term Market? (2 Marks)
- 1.2 Define the term Market Segmentation. (2 Marks)
- 1.3 Name and explain 4 (four) requirements for effective segmentation (8 Marks)
- 1.4 Discuss the promotional mix and explain the five promotional tools (10 Marks)
- 1.5 Identify and explain the types of Market segmentation and give an example of each. (12 Marks)

**Question 2**

**[12]**

- 2.1 Draw and Explain the service Marketing Triangle in hospitality and tourism?

**Question 3**

**[14]**

- 3.1 Explain the importance of Public Relations and its function in the Hospitality and Tourism.

**Question 4**

**[20]**

- 4.1 The marketing environment includes the actors and forces outside of marketing that affect marketing management's ability to build and maintain successful relationships with customers. Identify and discuss the Micro and Macro environmental factors that influence the marketing environment.

**Question 5**

**[20]**

- 5.1 Consumer behavior is affected by personal and social factors. Identify and explain the personal factors and social factors in consumer behavior.