



# ICM

SEPTEMBER 2015

MARKETING FOR HOSPITALITY & TOURISM

**Instructions to candidates:**

- a) Time allowed: Three hours (plus an extra ten minutes' reading time at the start – do not write anything during this time)
  - b) Answer any FIVE questions
  - c) All questions carry equal marks. Marks for each question are shown in [ ]
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1.
    - a) Service products are very different in nature from tangible products. Explain how a restaurant meal offers technical quality, functional quality and societal quality. [15]
    - b) How does good quality increase employee satisfaction? [5]
  2. Describe the SEVEN different pricing strategies and recommend THREE types, with examples, to a new travel agency. [20]
  3. Mail shots, leafleting and emailing are now common direct marketing methods and have shown substantial growth in terms of usage as a marketing tool. Compile a list of recommendations to a budget hotel chain on the best type of direct communication to use and why. [20]
  4. Sales teams are crucial in a marketing department, describe the FIVE classifications of sales positions within a sales force, and explain how EACH of them can use up-selling, particularly in hotels, to improve revenue and profitability. [4 each]
  5. Explain how customers make their decision to buy, including the FIVE steps in the process, using a holiday as an example. [20]
  6. A user-friendly and exciting website is critical for businesses today. Explain why Internet marketing has become so widely used by tourism companies and give FOUR benefits of doing so. [20]
  7. Before launching a new product, most firms will carry out primary and secondary research. Explain the costs and benefits of doing so. [20]
  8. Explain to a hotel manager how his new gymnasium will go through the FIVE steps within the product life cycle. Outline your advice to the company on how to increase sales at EACH stage in the future. [4 each]