



ICM

JUNE 2016

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 []
1. Explain the term **public relations** and discuss FIVE different techniques currently used by the tourism industry, giving an example in EACH case. [20]
 2. Explain why tourism is often the first industry a developing country might develop and the benefits it is hoping to gain by doing so. [20]
 3. When a customer buys a meal in a restaurant, explain the FIVE steps they will go through when making their decision. [20]
 4. Many hotels still use direct marketing as a way of boosting revenue. Give FIVE reasons why and then recommend a method to a small budget hotel with your reasons for choosing this one in particular. [20]
 5. Explain how a large hotel chain might decide to segment its customer base using the following techniques:
 - a) Demographic segmentation
 - b) Geographic segmentation
 - c) Psychographic segmentation
 - d) Behavioural segmentation[5 each]
 6. Justify to a travel agency why carrying out **primary** and **secondary** research is an essential marketing tool prior to launching a new product, explaining the costs and benefits of BOTH types of research. [20]
 7. Define the following FIVE classifications of sales positions within a sales team, and explain how EACH of them can use up-selling and second chance selling to improve revenue and profitability:
 - a) Deliverer
 - b) Order taker
 - c) Missionary
 - d) Technician
 - e) Demand creator[4 each]
 8. Explain the FOUR benefits of implementing a total quality management system within a tour operator. [5 each]