



ICM

JUNE 2016

TOURISM MARKETING & PROMOTION

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. Identify the key dimensions of the societal marketing concept and summarise the value of the concept to travel and tourism organisations. [20]
 2. Describe the characteristics of services and explain how they can influence an organisation's marketing activities. [20]
 3. Critically appraise TWO pricing methods adopted by marketing-orientated organisations and provide examples to support your recommendations. [20]
 4. Explain what you understand by the following marketing terms:
 - a) Undifferentiated marketing
 - b) Concentrated marketing
 - c) Psychographic segmentation[20]
 5. Compare and contrast THREE methods used by marketing management in order to establish the size of the marketing communications budget. [20]
 6. Advise one of your clients on the strategic implications of the following positions of the growth-share matrix:
 - a) Question mark
 - b) Cash cow
 - c) Dog[20]
 7. Write notes on THREE of the following terms:
 - a) Direct marketing
 - b) Publications and events
 - c) Sustainable tourism
 - d) Marketing information systems[20]
 8. Discuss the major influences on organisational buyers in the travel and tourism industry. [20]