



ICM

MARCH 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 []
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1. Leaflet drops, emails and letters are still an essential tool for increasing business for tourism firms. Give FIVE reasons for using direct marketing and recommendations to a large travel agency on the best type of direct communication to use and why. [20]
 2. Launching a new hotel requires a pricing policy. Explain FIVE different strategies for setting prices, with advice on the benefits of EACH. [4 each]
 3. Explain the FIVE steps within the Product Life Cycle and give advice to a hospitality marketing manager on what to do during EACH stage. [4 each]
 4. Explain why primary and secondary research is a useful marketing tool prior to launching a new tourism product, examining the costs and benefits of BOTH types of research. [20]
 5. Describe the following classifications of sales positions within a travel agent sales force, 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]
 6. The hotel trade is focused on quality for the customer. Explain the FOUR benefits of implementing a total quality management system. [5 each]
 7.
 - a) Advertising is an important way to increase business for hotels. Outline the SIX steps in developing effective marketing communication to the customer. [12]
 - b) Explain how marketing has developed beyond simply developing a good product with attractive pricing and availability, to targeting customers specifically. [8]
 8. Explain the FOUR characteristics of a service product. In EACH case give a hospitality example showing how an organisation could take advantage of the characteristic to enhance their competitiveness. [5 each]