



ICM

MARCH 2017

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. Explain the following terms using a different hospitality product as an example for EACH type:
 - a) Technical quality
 - b) Functional quality
 - c) Societal quality[20]
 2. Explain the term **public relations** and discuss FIVE different techniques currently used by the hospitality industry, giving an example in EACH case. [20]
 3. The life cycle for new tourism products is becoming shorter with each generation as fashions and fads come and go. Give advice to a tourism marketing manager on EACH stage their new product is likely to go through and why. [20]
 4. Most successful products in the hospitality market have been thoroughly researched before their launch. Explain why primary and secondary research is a useful marketing tool and the costs and benefits of BOTH types of research. [20]
 5. Describe the following classifications of sales positions within a hotel room 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 quality of the product is very important with the tourism trade. Explain the FOUR benefits of implementing a total quality management system. [5 each]
 7. Explain how tourism firms separate their customers into different segments using the following techniques:
 - a) Demographic segmentation
 - b) Geographic segmentation
 - c) Psychographic segmentation
 - d) Behavioural segmentation[5 each]
 8. Service products differ significantly from manufactured products. Explain the FOUR characteristics of a service product, in EACH case give a tourism example as to how an organisation could take advantage of the characteristic to enhance their competitiveness. [5 each]