



MARKETING FOR HOSPITALITY & TOURISM

March 2022

Time allowed

Three hours

Instructions

- Ensure that you pay particular attention to words in **bold**.
- Write the question number next to each answer in your answer booklet.
- You are **not** required to rewrite the question in your answer booklet.

Information

- Different questions may carry a different number of marks.
- Marks for each question are shown in [].

Advice

- Read each question carefully before you start to answer it.
- Use the full time permitted and check all your answers.

Materials

- Notes or books are **not** permitted.
- Non-programmable calculators are permitted.



ICM

ANSWER ANY FIVE QUESTIONS FROM THE FOLLOWING EIGHT QUESTIONS

1. Discuss the ways in which restaurants can improve the dining experience for children in order to appeal to families. Use examples to support your discussion. [20 marks]
2. (a) Explain what is meant by the term public relations. [5 marks]
(b) Outline **five** techniques that an organisation can use to improve public relations. Use examples to support your answer. [15 marks]
3. Explain the benefits to governments of investing in marketing their country as a tourist destination. Use examples to support your explanation. [20 marks]
4. Describe the **four** steps customers follow when purchasing a package holiday. Use examples to support your description. [20 marks]
5. Analyse the five-gap model of service quality. Use examples to support your analysis. [20 marks]
6. (a) Outline **six** steps that must be followed to create an effective advertising campaign. Use the example of a restaurant to support your answer. [18 marks]
(b) State **two** advertising methods a restaurant can use. [2 marks]
7. Explain the reasons hotel chains use direct marketing through social media. Use examples from a social media platform of your choice to support your explanation. [20 marks]
8. Describe **four** pricing strategies available to a hotel. Use examples to support your description. [20 marks]

END OF QUESTIONS