



MARKETING FOR HOSPITALITY & TOURISM

Friday 10th June 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. Explain the way in which a hospitality manager can combine core facilitating and supporting products to create an augmented product. Use examples to support your explanation. [20 marks]
2. Discuss factors that affect the size of a hotel's sales team. Use examples to support your discussion. [20 marks]
3. Explain the stages that must be followed to ensure effective marketing communication. Use examples to support your explanation. [20 marks]
4. Explain **five** benefits of tourism to an economically-developing country. Use examples to support your explanation. [20 marks]
5. Explain the following public relation techniques used by hotels to gain new business, using an example to support each explanation:
 - (a) Press relations [5 marks]
 - (b) Lobbying [5 marks]
 - (c) Product publicity [5 marks]
 - (d) Corporate communications [5 marks]
6. Explain the ways in which each of the following pricing strategies can be used by a hotel, using examples to support your explanation:
 - (a) Market penetration [5 marks]
 - (b) Market skimming [5 marks]
 - (c) Volume discounts [5 marks]
 - (d) Prestige pricing [5 marks]
7. Explain the **five** stages of a product life cycle. Use an example for each stage to support your explanation. [20 marks]
8. Explain each of the following segmentation techniques used by hotels to understand their customers:
 - (a) Demographic segmentation [5 marks]
 - (b) Geographic segmentation [5 marks]
 - (c) Psychographic segmentation [5 marks]
 - (d) Behavioural segmentation [5 marks]

END OF QUESTIONS