

FINAL EXAM

MODULE TITLE: **HOSPITALITY AND TOURISM MARKETING**

MODULE CODE: **HTMMP601**

CREDIT UNITS: **3**

ACADEMIC YEAR: 2021-2022

DURATION: 3 HOURS

MAXIMUM MARKS: 100

INSTRUCTIONS:

1. This examination paper comprises **FIVE Questions and ALL are COMPULSORY**
2. Open documents are **not** allowed
3. You can check the answer sheet when you complete the exam to check your progress
4. Each Question scores **20 Marks**

Question ONE

- I.** A customer arrived at a restaurant before closing time and was greeted with “What do you want?” Somewhat surprised, the customer replied that he would like to get a bite to eat. A surly voice informed the customer that the restaurant was closed. At this point, the customer pointed to a sign on the door stating that the restaurant was open until 9 p.m. “Yeah, but by the time I clean up and put the food away, it'll be nine, so we're closed.” The customer left and went to another restaurant a block away and never returned to the first restaurant
 - a) From your understanding, why was the customer treated in such a shabby manner?
 - b) Assume that you are the supervisor of the employee in the scenario and you get informed about what happened, what should you do?
- II.** In marketing it is almost impossible to succeed by handling all the consumers as a big “one size fits for all mass”. Market segmentation recognizes that people differ in many ways like in **their needs, attitudes and lifestyles**. (Middleton et al. 2009: 97), Describe the **“Benefits of Market Segmentation”**.

Question TWO

Consumer Buying Decision involves different steps, as a Junior Marketing Manager; you should be aware of all those steps, describe the “**Buyer Decision Process**”.

Question THREE

New product is a good, service, or idea that is perceived by some potential customers as new, from your knowledge of marketing for tourism and hospitality products/services, demonstrate the “**Major Stages in New Product Development**”

Question FOUR

After explaining what is “**Promotional Pricing Strategies**”, explain **Four** types of promotional pricing strategies.

Question FIVE

A distribution channel is a set of independent organizations involved in the process of making a product or service available to the consumer or business user. There are major differences between a distribution channel for a business making tangible products and a firm producing hospitality and travel products. Discuss **Five** Distribution Channels for Tourism and Hospitality Products/Services.

End!