



# MANICALAND STATE UNIVERSITY OF APPLIED SCIENCES

**FACULTY OF AGRIBUSINESS AND APPLIED SOCIAL SCIENCES**

**DEPARTMENT: TOURISM, HOSPITALITY AND LEISURE SCIENCES**

**MODULE: PRINCIPLES OF TOURISM MARKETING**

**CODE: THMA 122**

**SESSIONAL EXAMINATIONS**

**APRIL 2024**

**DURATION: 3 HOURS**

**EXAMINER: MRS R. NYANDIMA**

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## INSTRUCTIONS

- 1. Answer any **four** questions **only**.*
- 2. Each question carries 25 marks*
- 3. Start a new question on a fresh page*
- 4. Total marks 100*

### **QUESTION 1**

- (a) Define tourism marketing. [3 Marks]
- (b) Justify the need for tourism marketing. [10 marks]
- (c) Outline any four (4) characteristics of tourism as a service product, clearly bringing out the implications of these characteristics to tourism marketing managers. [12 marks]

### **QUESTION 2**

- (a) Evaluate any four (4) criticisms of the marketing concept in relation to tourism. [15 marks]
- (b) Explain any three (3) basic issues to consider when using a societal marketing approach to tourism marketing. [10 marks]

### **QUESTION 3**

Analyse any five (5) risks associated with the marketing of tourism and hospitality products and services. [25 marks]

### **QUESTION 4**

- (a) Explain any five (5) differences between marketing and selling. [10 marks]
- (b) With reference to examples, justify the need for marketing in the tourism and hospitality sector. [15 marks]

### **QUESTION 5**

- (a) Explain any two points in the Booms and Bitner (1980)'s 7 Ps framework. [15 marks]
- (b) Discuss any three (3) social media marketing tools that can be used to market Zimbabwe as a tourism destination. [10 marks]

### **QUESTION 6**

- (a) Explain any five (5) functions of market segmentation in relation to hospitality products. [15 marks]
- (b) Discuss with reference to real life examples any five (5) factors that determine the price of a tourism product. [10 marks]

**END OF EXAMINATION!**