



# MANICALAND STATE UNIVERSITY OF APPLIED SCIENCES

## FACULTY OF AGRIBUSINESS AND APPLIED SOCIAL SCIENCES

DEPARTMENT: TOURISM, HOSPITALITY AND LEISURE SCIENCES

MODULE: DIGITAL TOURISM AND HOSPITALITY MARKETING

CODE: THMA 221

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 10

### **QUESTION 1**

(a) Explain how the following digital marketing channels operate:

- (i) Pay per Click [4 marks]
- (ii) Guest blogging [3 marks]
- (iii) Search Engine optimization. [3 marks]

(b) With reference to practical examples, illustrate any five (5) factors that may cause the failure of digital marketing strategies. [15 marks]

### **QUESTION 2**

(a) Explain any three (3) benefits of digital marketing citing examples from the hospitality industry, [10 marks]

(b) Discuss five (5) advantages of WhatsApp over other social media marketing platforms. [15 marks]

### **QUESTION 3**

a) Outline the steps involved in the consumer decision making process. [15 marks]

b) Explain any three (3) forms of influencer marketing in relation to digital tourism marketing. [10 marks]

### **QUESTION 4**

(a) Explain any five (5) key skills that digital tourism marketers need to possess to successfully market their products and services on digital platforms. [15 marks]

(b) Discuss any five benefits of digital tourism marketing. [10 marks]

### **QUESTION 5**

a) Describe any three (3) types of websites used by tourism digital marketing managers. [10 marks]

b) Analyse any five (5) advantages of email marketing using hospitality drawn illustrations. [15 marks]

### **QUESTION 6**

(a) Explain the following terms;

- (i) Agency [4 marks]
- (ii) Campaign creation [3 marks]
- (iii) Pitching [3 marks]

(b) Justify any five (5) digital marketing soft skills used by tourism digital marketing managers [15 marks]

**END OF EXAMINATION**