

**MANICALAND STATE UNIVERSITY OF  
APPLIED SCIENCES**

**FACULTY OF AGRI-BUSINESS AND COMMERCE**

**DEPARTMENT OF TOURISM AND HOSPITALITY MANAGEMENT**

**PRINCIPLES OF TOURISM MARKETING**

**CODE: HTM 122**

**SESSIONAL EXAMINATIONS**

**JULY 2020**

**DURATION: 3 HOURS**

**EXAMINER: V. BASERA**

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***INSTRUCTIONS***

- 1. Answer **any four** questions*
  - 2. Each question carries 25 marks*
  - 3. Total marks 100*
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### **Question 1**

- a. Define marketing in your own words and explain any three keywords in your definition. [5]
- b. What is the purpose of marketing? [5]
- c. Discuss the history of marketing, its present and the future. [15]

### **Question 2**

- a) Explain the concept of **value** within tourism in relation to marketing. [10]
- b) Discuss the seven characteristics of services and explain how you would market the tourism and hospitality products. [15]

### **Question 3**

Manicaland State University of Applied Sciences (MSUAS) is relative new University in Zimbabwe, for the university to occupy space in the educational tourism a lot is to be done.

- a) Define the term marketing culture and explain it in relation to MSUAS. [3]
- b) Highlight the marketing efforts of MSUAS. [5]
- c) How the university can use the Ps of marketing in her marketing efforts. [8]
- d) Draw the MSUAS product life cycle. [5]
- e) On your product life cycle extrapolate the life of the product in the next five years. Justify your extrapolation. [4]

### **Question 4**

- a. Highlight factors that have ushered in the need for marketing. [6]
- b. Analyse the Strength, Opportunities, Weaknesses and Threats to the marketing of Tourism products in Zimbabwe. [12]
- c. List some of the demographic characteristics of young generation in Zimbabwe and discuss whether these trends pose opportunities or threats for marketers. [7]

**Question 5**

- a. Why is marketing criticised. [4]
- b. Explain the following notions with examples;
- i. Societal marketing
  - ii. Computer integrated marketing
  - iii. Sustainable marketing. [6]
- c. The people, processes, and physical evidence are also part of marketing mix. Explain these marketing mix elements with examples. [9]
- d. Distinguish marketing and selling. [6]

**Question 6**

- a. Draw a marketing plan of a new lodge that have just been opened in Vumba. [10]
- b. What is BCG Matrix and what is it used for? [3]
- c. Why is the use of BCG matrix criticised? [5]
- d. Draw Ansoff matrix product grid and comment. [7]

-----**THE END**-----