



MANICALAND STATE UNIVERSITY OF APPLIED SCIENCES

FACULTY OF AGRIBUSINESS

DEPARTMENT: TOURISM AND HOSPITALITY MANAGEMENT

MODULE: PRINCIPLES OF TOURISM & HOSPITALITY MARKETING
CODE: THMA 122

SESSIONAL EXAMINATIONS
NOVEMBER/DECEMBER 2022

DURATION: 3 HOURS

EXAMINER: Mr V BASERA

INSTRUCTIONS

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

QUESTION 1

- a. Define marketing. [2 marks]
- b. Highlight features of marketing. [5 marks]
- c. Using tourism and hospitality examples, discuss only four marketing management orientations or philosophies [18 marks]

QUESTION 2

You have just been appointed by RTG Hotels as their group marketing manager. Prior to this engagement you have been Megamarket marketing Manager. Your new job involves marketing service products.

- a. Define the term services. [3marks]
- b. Discuss unique characteristics of services and explain how you would market the RTG Hotels products. [22 marks]

QUESTION 3

- a. Explain characteristics of service products. [10 marks]
- b. “Seasonality is a problem in the hospitality sector”. Using examples characterise seasonality and discuss measures that can be put in place to overcome the effects of seasonality in the hospitality sector. [15 marks]

QUESTION 4

- a. What are the facets of selling? [4 marks]
- b. Discuss the factors that have ushered in marketing concept in Tourism. [16 marks]

QUESTION 5

- a. Give examples of the following risks in relation to marketing tourism and hospitality product;
 - i. Economic risk

- ii. Physical risk
- iii. Performance risk
- iv. Psychological risk [4 marks]
- b.** What is a marketing plan [1 marks]
- c.** Outline the elements of a good marketing plan. [6 marks]
- d.** Briefly explain the seven steps of the marketing planning process [14 marks]

QUESTION 6

Write an essay summarising the major takeaways you learnt from this module highlighting its importance to a tourism and hospitality marketing manager.

[25 marks]

-----**END OF EXAMINATION**-----