



ICM

SEPTEMBER 2017

MARKETING FOR HOSPITALITY & TOURISM

Instructions to candidates:

- a) Time allowed: Three hours (plus an extra ten minutes' reading time at the start – do not write anything during this time)
 - b) Answer any FIVE questions
 - c) All questions carry equal marks. Marks for each question are shown in []
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- 1. Direct marketing (mail shots, leafleting and emailing) are now common methods for tourism organisations to gain new customers. Compile a list of reasons with full explanations as to why direct communication is advantageous. [20]
 - 2. Describe the FIVE classifications of sales positions within a travel agency sales force, and explain how EACH of them can use up-selling particularly to improve revenue and profitability. [4 each]
 - 3. Advise the management of a newly built hotel on the SEVEN different pricing strategies available to them and recommend THREE types with explanations of how they operate. [20]
 - 4. Primary and secondary research is expensive yet essential to hospitality firms. Explain the costs and benefits of BOTH types of research. [20]
 - 5. Explain how products go through FIVE steps within their life cycle and give advice to a tour operator on how to increase sales at EACH stage in the future. [4 each]
 - 6. Investing in your website is critical for businesses today, Explain why Internet marketing has become so widely used by hotels and give FOUR benefits of doing so. [20]
 - 7. Explain how marketing managers separate their customers into different segments using the following techniques:
 - a) Demographic segmentation
 - b) Geographic segmentation
 - c) Psychographic segmentation
 - d) Behavioural segmentation[5 each]
 - 8. Explain the TEN steps within a marketing plan, with a brief explanation at EACH stage. [20]