



FACULTY OF MANAGEMENT

Second Semester MAIN Examination

DEPARTMENT

Tourism Management

MODULE

Tourism Development 2B

CODE

TOW2B21/ TOU22B2

DATE

1 November 2014

DURATION

2 HOURS

TIME

0830

TOTAL MARKS

100

EXAMINER

Dr P Thomas

MODERATOR

Ms A Taylor

NUMBER OF PAGES

3 PAGES including this page

INSTRUCTIONS TO CANDIDATES:

- **ANSWER ANY 3 of the 4 questions in SECTION A**
- **And then ANSWER ALL OF SECTION B**
- This is a closed book assessment.
- Read the questions carefully and answer only what is asked.
- Number your answers clearly.
- Write neatly and legibly.
- Structure your answers by using appropriate headings and sub-headings.
- The general University of Johannesburg policies, procedures and rules pertaining to written assessments apply to this assessment.

SECTION A (60 marks) ANSWER ANY THREE OF THE FOLLOWING FOUR QUESTIONS		
SECTION A QUESTION 1 1. When creating a 7P's mix for a product and segment, it is important to consider the stage that the product's life-cycle is at as well. Name and discuss fully the four (4) stages of a product life cycle.	(20)	[20]
SECTION A QUESTION 2 2.2 Developing a relationship with a customer is a good idea as keeping a customer is much cheaper than developing a new customer. Name the six (6) steps in customer relationship development. 2.1 Name and explain the seven (7) Ps of the extended marketing mix.	(6) (14)	[20]
SECTION A QUESTION 3 3.1 Describe five (5) typical objectives you could set for a marketing strategy. 3.2 Marketing objectives are set to ensure that the firm's resources (employees, time and money) are used in the best possible way to deliver a marketing strategy. The marketing objectives can be monitored if you apply the acronym SMART. Name and explain each letter of the SMART acronym.	(10) (10)	[20]
SECTION A QUESTION 4. 4. Explain the seven (7) steps to estimate the POTENTIAL MARKET size of a segment in your marketing plan.	(20)	[20]
SECTION B CASE STUDY ALL QUESTIONS COMPULSORY You are the marketing manager for a big hotel. The hotel has recently run many specials and this has put pressure on all the hotel staff including the sales team to deliver on these product offers. To ensure that your staff and those of all the other hotel departments are up-to-date on product changes and remain on-goingly motivated you decide to set up an internal marketing campaign for the firm and you are going to give a lecture to all the department heads on what the new "internal marketing" will involve. B1. Explain in detail the four (4) aspects of internal marketing that departmental heads should focus on in their departments.	(20)	[40]

B2. You decide at the same time as giving the lecture to the departmental heads, to do some research with the employees on what they would like to have in the way of internal marketing communications from the firm. Explain qualitative research .	(5)	
B3. You will only be able to reach the employees in the Johannesburg office with your qualitative sampling. This is called convenience, non-random sampling. Explain "convenience" and "non-random" sampling.	(5)	
B4. The marketing department has to make sure that the marketing promise from the employees and the firm meets the customer's expectation of that promise. Draw the SERVICE MARKETING TRIANGLE showing how the promises work – label neatly.	(10)	
TOTAL		100