



FACULTY/COLLEGE	College of Business and Economics
SCHOOL	School of Consumer Intelligence and Economics
DEPARTMENT	Marketing Management
CAMPUS(ES)	APB
MODULE NAME	Marketing Tourism
MODULE CODE	MKT22B2 & MTM02B2
SEMESTER	Second semester
ASSESSMENT OPPORTUNITY, MONTH AND YEAR	Supplementary Summative Assessment Opportunity January 2020

ASSESSMENT DATE	January 2020	SESSION	
ASSESSOR(S)	Dr T Mofokeng		
MODERATOR(S)	Mr S Gwebu		
DURATION	2 hour (120 min)	TOTAL MARKS	80

NUMBER OF PAGES OF QUESTIONPAPER (Including cover page)	3
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INFORMATION/INSTRUCTIONS:

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- This is a closed-book assessment.
 - There are **6 questions**. **Answer all questions**.
 - Read the questions carefully and answer only what is required.
 - Number your answers clearly and correctly as per the question paper.
 - Write neatly and legibly on both sides of the paper in the answer book, starting on the first page.
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QUESTION 1**[14 MARKS]**

- 1.1 Discuss the **four (4)** ways on how marketing fits into tourism firms at the individual business level (4 marks). Provide an example for each way that marketing fits into a tourism firm individual business level (4 marks). **(8)**
- 1.2 Explain the **three (3)** levels in which tourism organisations operate (3 marks). Provide relevant examples for each level in relation to tourism services (3 marks). **(6)**

QUESTION 2**[20 MARKS]**

- 2.1 Describe the **four (4)** levels in which organisation's market demand and the tourism industry are affected by the microbusiness environmental factors (4 marks). Provide practical example for each level (4 marks). **(8)**
- 2.2 Describe the **six (6)** factors that influence the economic environment (6 marks). Provide examples of how each factors affect the economic environment of the SA Tourism (6 marks). **(12)**

QUESTION 3**[11 MARKS]**

- 3.1 Provide **six (6)** core objectives identified in the National Tourism Sector Strategy (NTSS) that will steer the South African tourism industry towards its vision (6 marks). **(6)**
- 3.2 Provide **five (5)** key aspects that Free State Tourism needs to focus on to grow its tourism economy (5 marks). **(5)**

QUESTION 4**[13 MARKS]**

- 4.1 Explain **three (3)** disadvantages of segmentation (3 marks). **(3)**
- 4.2 Describe the other sequential **five (5)** steps in the development of new offerings apart from step 1, which involves getting ideas (5 marks). Provide example for each step in the in the development of new tourism offerings for a hotel (5 marks). **(10)**

QUESTION 5**[12 MARKS]**

- 5.1 Discuss the **three (3)** pricing strategies for new offerings (3 marks). Provide a relevant example to each pricing strategy for new offering in the tourism market (3 marks). **(6)**
- 5.2 Discuss the **three (3)** categories in which all the activities within promotions mix generally fall within (3 marks). Provide an example of the type of media used for each category (3 marks). **(6)**

QUESTION 6**[10 MARKS]**

- 6 Identify **ten (10)** principles or strategies used to minimise the negative impacts of waiting time in tourism service (10 marks). **(10)**

TOTAL [80 MARKS]