



FACULTY/COLLEGE	College of Business and Economics
SCHOOL	School of Tourism and Hospitality
CAMPUS(ES)	APB
MODULE NAME	Tourism Marketing 1
MODULE CODE	TOM1BB1 / MFTOOB1
SEMESTER	2
ASSESSMENT OPPORTUNITY, MONTH AND YEAR	Final Summative Assessment Opportunity November 2019

ASSESSMENT DATE	12 November 2019	SESSION	12:30
ASSESSOR(S)	Ms. M Mashapa		
MODERATOR(S)	Prof. T Tichaawa		
DURATION	2 hours (120 min)	TOTAL MARKS	100

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

- This is a closed-book assessment.
- Number your answers clearly and correctly as per the question paper.
- Write neatly and legibly

QUESTION 1**[20 MARKS]****Match the constructs in column A with phrases in column B. E.g 1.1.1 C**

	COLUMN A		COLUMN B
1.1.1	Enables businesses of different sizes to compete on equal terms and to have a mass audience and global reach	A	Scope
1.1.2	Allows tourism marketers to reach consumers in a variety of ways and enables them to present a wide range of offerings	B	Interactivity
1.1.3	A two way communication channel between companies and consumers	C	Reach
1.1.4	Provides consumers with fast and instant responses	D	Demographics and targeting
1.1.5	Users have better spending power and are better educated than other users	E	Adaptability
1.1.6	Consumers' responses to an e-marketing campaign can be monitored and tracked continuously	F	Tracking
1.1.7	Provides the marketer with the opportunity to change prices and availability as soon as she /he knows about these changing conditions.	G	Immediacy
1.1.8	Provides the marketer with extensive information as to how a website is performing	H	Intranets
1.1.9	Networks that run internally in a corporation but use Internet standards	I	World Wide Web
1.1.10	Represents the graphical interface or 'visible face' of the Internet	J	Extranets
1.1.11	Two or more networks joined for the purpose of sharing information	K	Monitoring
1.1.12	Based on the cost of producing or providing the offering	L	Demand-based pricing
1.1.13	A strategy that allows the marketer to charge prices due to product demand	M	Cost-based pricing
1.1.14	Setting prices according to the competitors' price	N	Promotional pricing
1.1.15	The use of temporary price reductions on some items to attract consumers	O	Samples
1.1.16	Giving away free samples of items to encourage sales	P	Coupons
1.1.17	Vouchers or certificates that give consumers savings when they purchase specific offerings	Q	Competition-based pricing
1.1.18	An advertised reduction in price that does not involve a coupon or voucher	R	Patronage awards
1.1.19	Also known as loyalty incentives	S	Competitions
1.1.20	Prize draws and games that give consumers a chance to win	T	Discounts

QUESTION 2

[20 MARKS]

2.1 In a similar vein to manufacturing organisations that produce a product range, tourism organisations provide a portfolio of offerings to one or numerous markets. Identify and explain the five basic markets or offering range found in tourism offerings. (10)

2.2 List and discuss any five steps involved in the development new offerings. (10)

QUESTION 3

[20 MARKS]

3.1 As the new marketing manager of the African Resort, you are required to provide a breakdown of the potential pricing strategies that can be implemented. Ascertain and describe the different pricing strategies that are used for existing and new offerings. (6x2=12)

3.2 There are many different pricing approaches and techniques available to the marketer. Identify and discuss the four different approaches to pricing. (4x2=8)

QUESTION 4

[20 MARKS]

4.1 Travel agents are the best known intermediaries, they act as the retailing arm of the travel industry and are key intermediaries in the distribution chain. Discuss the functions performed by travel agencies. (10)

4.2 As a tourism marketer, it is your duty to select media channels in order to reach the audience and to decide on the amount of money to be used on the promotional campaigns. Name and explain factors to consider when choosing the most appropriate techniques for promotional campaigns. (10)

QUESTION 5

[20 MARKS]

5.1 Discuss the three types of networks that form part of the internet. (3x2=6)

5.2 Identify and explain any seven advantages of online marketing. (7x2=14)

TOTAL 100 MARKS