



UNAM
UNIVERSITY OF NAMIBIA

FACULTY	AGRICULTURE, ENGINEERING & NATURAL SCIENCES		
DEPARTMENT	WILDLIFE MANAGEMENT & TOURISM STUDIES		
SUBJECT	TOURISM MARKETING		
SUBJECT CODE	GHT 3840		
DATE	FEBRUARY 2022		
DURATION	3 HOURS	MARKS	100

PROMOTION EXAMINATION

Examiner: M.E. KIMARO

External Moderator: DR H.H. BARTIS (Nelson Mandela University, South Africa)

This question paper consists of 2 pages including this front page.

Instructions

- 1. You must answer all the questions**
- 2. Number your questions correctly**
- 3. Write neatly and legibly**
- 4. Please be reminded that cheating in the examination will result in a failing grade**

PROMOTION EXAM GHT 3840 TOURISM MARKETING 2022

INSTRUCTIONS PLEASE ANSWER ALL QUESTION

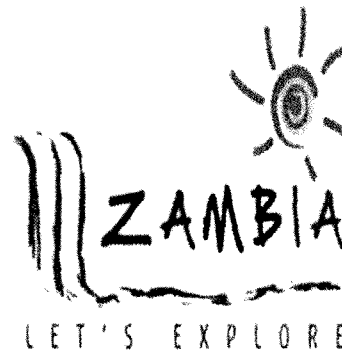
1. a. Define Marketing. (2 marks)
b. Identify and explain the seven Ps used as components of the marketing mix by tourism marketers. (14 marks)
2. As a tourism marketer you may use different pricing strategies when pricing new or existing offerings. Discuss with examples three options for pricing
 - a. New offerings (9 marks)
 - b. Three for pricing existing offerings (9 marks)
4. Meaning is very valuable for successful brands. It is a way to communicate with the people. An example for this is Coca Cola's depiction of happiness (Holt, 2004). Analyse the logos and slogans used in branding Namibia and Zambia as destinations respectively (Figure 1 & 2). Describe what each intends to communicate (or identify with) as its products/services offering.

Figure 1: Destination logo and slogan for Namibia



(10 marks)

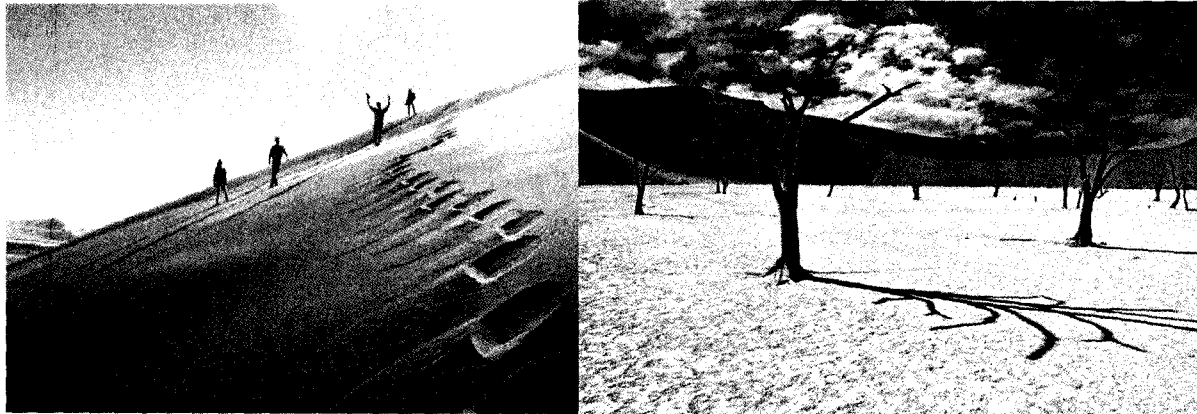
Figure 2: Destination logo and slogan for Zambia



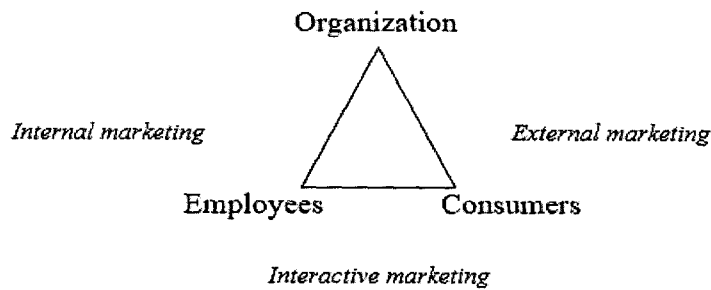
(8 marks)

3. You are inspired to start up a business in the tourism industry. Describe any five factors you would take into account when deciding whether to target a particular market segment for your marketing attention. (10 marks)
4. With reference to the Figure 3 below, apply any eight distinct ways in which a marketer of the Sossusvlei Sand Dunes and Deadvlei may communicate promotional messages to the public. (16 marks)

Figure 3: Sossusvlei Sand Dunes and Deadvlei



6. One of the underlying frameworks of marketing is the service marketing triangle. Discuss each of the three sides of the services marketing triangle. (6 marks)



7. The Tourism Bank has awarded you your request for a loan to improve and expand on your existing business that offers Village tours in your area. Describe in a case scenario, how you would use the stages of a marketing plan process to enhance your product/service. (10 marks)
8. Describe the difference between Web 1.0, Web 2.0 and Web 3.0. by providing any feature from each (6 marks)

Total 100 marks