

# International Islamic University Chittagong

Department of Business Administration

Final Examination, Spring-2018

Course Code: MKTG-4807

Course Title: Tourism and Hospitality Marketing

Full Marks: 50.

Time: 2.30 Hours

[Answer any five from the following questions. Figures in the right margin indicate full marks.]

- 1.(a) Identify a restaurant or hotel that you feel would be a good market segment. What will be your major segmentation variable? Explain. 5
- (b) What is differentiated marketing and concentrated marketing? 5  
Choose a hospitality business. How it differentiated from its competitors to position itself in the market?
2. (a) Use a product from the hospitality or travel industry to explain the following term: (a) facilitating product (b) supporting product (c) augmented product. 6
- (b) As a hotel or restaurant manager, how would you gain new-product ideas? 1
- (c) Briefly elaborate product deletion process. 3
3. (a) Briefly elaborate the internal factors that should be considered when setting the price. 5
- (b) Suppose a hotel has 200 rooms with maximum room rate of Tk.4000/- per room per night. When they charge its full rate, it rents only 50% of the total room, when they discounted the room rent by 30% then it rents all its room. By applying revenue management how could you generate the maximum revenue? 4
- (c) What is market-skimming pricing and market-penetration pricing? 1
4. (a) Briefly elaborate the channel functions of a hospitality industry. 4
- (b) How many distribution channels are used by the firm that producing hospitality and travel products? Explain. 6
5. (a). Briefly explain the factors that should be considered while setting the advertising budget. 4
- (b) What are the factors that a media planner consider when making their media choices? Briefly elaborate those factors. 6  
How advertisers decide to schedule advertising media timing over the course of a year?
6. (a) Elaborate the activities of a public relation department. 5
- (b) What are the opportunities you may gain by doing public relation in the hospitality & tourism industry? Explain those. 5
- 7 Write short notes on: 2.5\*4
  - i) Revenue management
  - ii) Direct marketing and Personal selling
  - iii) Buzz marketing and viral marketing
  - iv) consumer promotion tools