

Uva Wellassa University

Faculty of Management

Degree of Bachelor of Business Management in Hospitality, Tourism and Events
Management

SECOND YEAR FIRST SEMESTER EXAMINATION – JULY/AUGUST 2016

HTE 271-2-Marketing Strategies for Leisure Industry



Uva Wellassa
University

Instructions to candidates:

No. of pages : Three (03)
No. of questions : Five (05) Essay Questions
Time : Two (02) hours
Marks allocated : Hundred (100 Marks)
Answer **any four (04)** questions.

1.

Marketing does involve selling and promotion. If the products, however, have been designed to suit customer wants, selling and promotion will just as the icing of a cake.

a) Briefly explain five (05) leisure related products with examples.

(10 Marks)

b) Discuss the meaning of “selling and promotion will just as the icing of a cake” with an example.

(07 Marks)

c) Explain the major characteristics of tourism and hospitality products.

(08 Marks)

(Total Marks 25)

2.

One of the most important tasks of a hospitality business is to develop a strong service culture.

a) What is meant by service culture?

(03 Marks)



b) How does the service culture supports for an efficeint customer service.? Briefly expalin with two (02) examples.

(10 Marks)

c) Briefly expalin the tangible evidances in the hospiatlity industry with suitable examples.

(12 Marks)

(Total Marks 25)

3. Employees are a critical part of the product and marketing mix of the tourism and hospitality industry. Therefore, the human resource and marketing department must work closely together.

a) Brifely explain the approaches that develop empyoyee knowlegde and skills to deliver a better customer service in hospitality businesses.

(15 Marks)

b) How does a tourism sector organization can manage its service capacity and demand? Briefly explain with examples.

(10 Marks)

(Total Marks 25)

4.

a) According to Chambers, Chacko and Lewis (1995), there are five basic beliefs about consumer behavior. Briefly explain them with related examples from tourism idustry.

(15 Marks)

b) Cultural, social, personal and psychological are the most important factors that influence the buying behavior of the customers in the tourism and hospitality industry. Briefly explain two (02) of them with relevant examples.

(10 Marks)

(Total Marks 25)

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5. Buyer decision process plays an important role when making purchase decisions about tourism and hospitality products. Suppose that a group of students of a higher educational institution need to reserve some rooms at a three star hotel in Galle.

a) Identify their need and explain the buyer decision process.

(10 Marks)

b) Explain the available information sources for them to use.

(08 Marks)

c) Briefly explain how does the availability of information sources influence the buyer decision process of the above students.

(07 Marks)

(Total Marks 25)

