

SECTION I - Marketing & Commercial Law

ETOURISM options
Hotel operations
this margin

- Q1. To study marketing will help me to:
- To exceed customers expectations
 - create my own business
 - To advertise my products
 - to choose the best market segment to allocate my products.
 - Educate people, to attract customers

2m

Q2. The difference between product and service is that:

to increase sales, to increase profit, to satisfy customer needs

customer

Product is tangible goods. Eg Food & Beverage

Characteristic: While

3m

* Services are intangible goods. Eg a seat in the plane, room in the hotel.

Characteristic:

N.B. products and service are the same

Q3. Conversion marketing is the way of changing sightseeing customers into paying customers.

or a marketing strategy used in case of negative demand to look for the origin of resistance and to convince customers to buy the product or services.

3m

Q4. The marketing mix applied in hospitality and tourism companies are:

Product: Is what to be offered at the market place for consumption or

Place: Refer to where you have to allocate your product.

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Price: refers to the cost you attach to the product (value of product)

Promotion: Refers to the techniques you can use to create the awareness of your products

5 mks

People: Refers to the ^{persons who} would be customers of your product

Packaging: wrapping products

Partnership: people involved in a business and help the business to be successful

Cooperative enterprise: business organization

It is the type of enterprise that defends the common interest of public with the intervention of Government or state

4 mks

All people have equal shares in the enterprise.

Sole proprietorship: is a kind of business owned and managed by one person, owner enjoys profits

Partnership: is type of business owned by different shareholders with different interest based on shares invested, profit is shared.

5 mks

Remark: The first point is considered as an answer

1) Negative demand refers to the situation when the product is totally resisted or refused by customers

2 mks

- 6) The 4 other characteristics of demand are:
- Declining demand
 - Latent demand
 - Overfull demand
 - Season of harvesting
 - Positive demand
 - Frequent demand
 - Unfrequent demand
 - Unwholesale demand

- Rules and regulation of government, quality of products

08. The 3 ways on how I can increase the value of product or service to the customer by using marketing are:

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- The use of promotional mix tools
example: personal selling, discount, direct marketing, bonus, --

13m

- Development of product
ex: Branding, packaging, Labelling, Grading

- Good service

- Increase distribution Channel

09. The types of business organizations are:

1 (i) sole proprietorship: is a business owned by an individual or

2 (ii) partnership: is a business owned by two or more shareholders with shares depending on individual interest.

3 (iii) cooperation: is a business owned by many people with common interest and equal shares.

4 (iv) public: is a business or enterprise owned by Government.

5 (v) private: is a business or enterprise owned by individual.

6 (vi) Franchise: Business organization given right to sell other companies products.

(vii) Intangibility in Hospitality and Tourism
product means not touchable, Not tasted and not sampled. ex: you can not bring a National park at home, see then go back.

perishability means Not stored for future consumption

ex: A room in a hotel and a seat in an airplane

11) The advantages of registering trading activity of a company are:

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- protection of business
- to get legal right for operating
- to create the credibility climate to customers
- It helps to acquire a loan for business expansion.
- paying taxes
- business is ranked.

1/3 mks

12) When a product starts reflecting a declining demand it can:

- Increase marketing activities
- product development
- Decrease the product currently produced
- Market research
- product branding
- Sales promotion
- increase quality of service
- market research

1/3 mks

13) The 4 marketing channels:

- producer → consumer
- producer → wholesaler → consumer
- producer → Agent → retailer → consumer
- producer → distributor → wholesaler → retailer → consumer

Long channel and short channel

1/4 mks

14) Marketing: Involves the continuous activities

- Defends the interest of buyer

Marketing objective is to achieve through customer expectations

* Sales: refers to actual activities

- focuses on the interest of seller
- single activities
- Emphasizes on existing products

SECTION II

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15. The 5 advantages and disadvantages for entering international market are:

i) Advantages

- Increase of sales
- To make product be known world wide
- Expansion of business
- Awareness of importation and exportation rates
- To get int skills and experience from int countries
- Increase in market size
- Increase international operation
- exportation

ii) Disadvantages

- Over exportation outside the country
- To face the case of insecurity
- Increase of duplication of products
- The product can be out competed on the world market.
- High taxation
- Bureaucracy
- Closing of domestic enterprise
- High competition
- Create neocolonialism

16. The measures that may be taken to fight against the negative stereotypes about portraying a good image for a country = (10m)

- Express the friendly condition or atmosphere to the customer.

- Creation social events (Guerrilla Marketing ceremony)
- Organize international debate
- Remark the beauty of country
- Use appropriate tools & channels to denounce the messes
- To contradict the past perceived about the country.
- Emphasize on the best.

• discouraging the job creation in art street dwellers.

Do not write in this margin

17. The five steps of buying decision process are:

i) identification of problem: is a time to know or discover the real needs and wants.

ii) Market determination: to know where you can access the needs and wants.

- Company selection

- Information searching: customer keep on searching where these needs and wants can be satisfied.

iii) Purchasing decision

Identifying what you want to buy

iv) purchasing

This is a time to buy a product matching with the needs and wants.

v) post purchasing

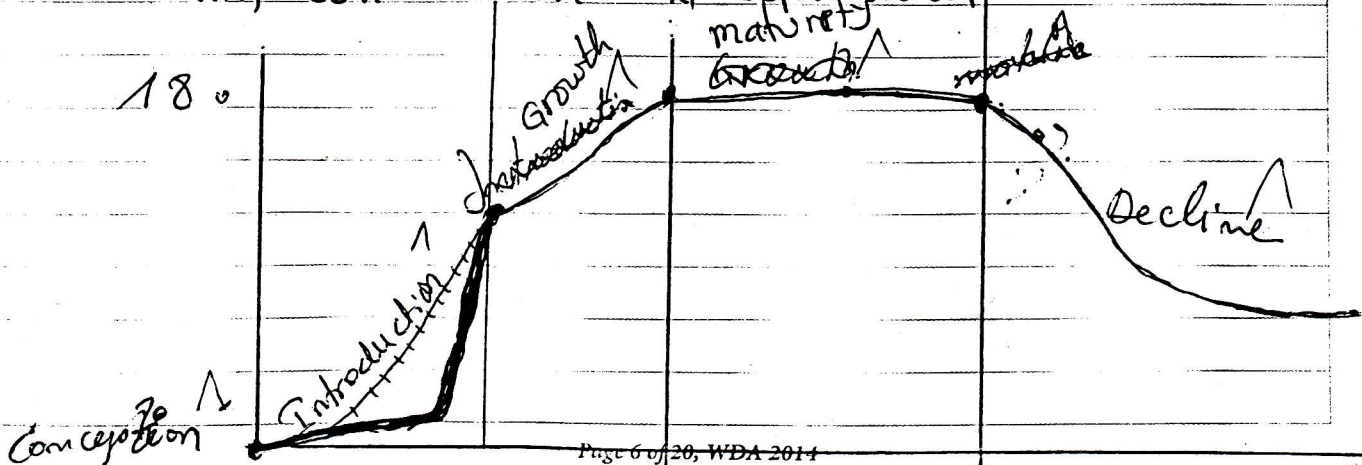
This happens after consumption in terms of appreciation or criticisms.

vi) Contact

ix) Purchase

viii) Conversation

x) Separation



i) Conception: Is a time to think about the product to be produced in terms of color, size, brand, quantity, market.

ii) Introduction: The launch of product at the market place.
Strategy is to increase the advertisement.

iii) Growth: This is a time when a product gets the popularity.
Strategy is to maintain the quality and increased innovation.

iv) Maturity: Is a time where a product stays long time at market place and faces the competitions. (10 m)

Strategy is the diversification of product and to be aware about the competitors strategies.

v) Decline: This is a time when a product faces high competition and becomes outmoded product.

The strategy is to change the brand name of the product.

- Improving service.
- Advertisement.

19. obligations of employer

- To create good working environment.
- Suitable payment on time
- To respect the right of employee
- To pay insurance for all employee.
- Motivation of own employees
- protect employees
- Give and pay leave
- Give contract

obligations of employee

- to manage time
- to fulfill the duties and responsibilities
- To respect employer
- To protect and keep tools or equipments provided at work
- To maintain the job secrecy.
- Signing contract

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SECTION IV

20. The five promotional mix tools to communicate product value to consumers are:

i) Public relation - is a process of communicating the product to the target market or audience.

ii) Sales promotion is a tool of promotion mix that involves in provision of additional product as bonus.

iii) Discount is the reduction of price to increase sales.

iv) Direct marketing - It involves in advertising the products without using radio & television.

v) Internet: It involves to the publication of products on web sites to the public.

- Sponsorship
- Show - room
- vij Salesmanship
- Trade show

21. a) The 5 essential elements of acceptance in a contract are:

- Duration of the contract
 - payment agreement
 - working hours per day
 - Job description Terms
 - Dos and don'ts of work
 - Signature
 - Stamp of company and names of both side.
- b) Different btr sales and Agreement of sales is that:

Sales: There is a purchase of product on cash basis.

Agreement of sale: take place when there is purchase of product on credit. ~~and~~ future date of payment may be agreed upon by the buy and the seller.

22. The techniques I'll use to find out the Tourism opportunity where the company can undertake its business and succeed are:

- I will carry out research on Tourism potential
- To identify the market Tourism potential
- " " " " the target market
- Application of marketing activities
- Collaboration with other tourism product suppliers.

- SWOT analysis: Strengths, weaknesses, opportunities, Threats

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- PEST analysis: political, Economical, Social, Technological

- PESTLE analysis (political, Economic, demographic, social, Technological, legal, Environmental)