

TVET NATIONAL EXAMINATIONS, LEVEL 5, 2022-2023

INSTRUCTIONS TO CANDIDATES (ANSWER BOOKLET)

1. A candidate should fill in the actual names and the Index number on the cover of this questions and answer booklet on the provided place.
2. It is illegal for a candidate to write any of names, Index number or school name inside the answer booklet.
3. No candidate should remove or tear any pages or part of it in the answer booklet.
4. A candidate should answer in the language in which the examination is set.
5. A candidate should sign on the sitting plan when submitting the answer booklet. He/she has also to check if the answer booklet is well sealed.
6. No extra paper is allowed in the examinations room. If a candidate is caught with it his/her results will be nullified.
7. No candidate is allowed to write answers not related to the subject being sat for, otherwise it will be considered as a cheating case.
8. Write your answers on the 16 lined pages (From page 7 to page 22).
9. Use the last non-lined pages as draft.
10. Results for any candidate who is caught in examination malpractices are nullified. The cheating can be recognized during examinations administration, marking exercise or even thereafter.

- N.B:** 1) After results publication, there is no remarking and no candidate is given his/her answer booklet for review. This answer booklet is a property of NESAs.
- 2) Claims are only received online within 30 days after results publication. A link will be provided after results publication.

T 142_ Developing tourism product

TVET NATIONAL EXAMINATIONS, LEVEL 5, 2022-2023

OPTION/TRADE: TOURISM

SUBJECT/EXAM: DEVELOPING TOURISM PRODUCT

DURATION: 3 HOURS

INSTRUCTIONS TO CANDIDATES (QUESTION PAPER)

This Exam paper is composed of Three Sections (A, B, and C). Follow the instructions given below, and answer the indicated questions for a total of 100 marks

Section A: Fourteen (14) questions, all **Compulsory 55 marks**

Section B: Among the five (5) questions, attempt any three (3) 30 marks

Section C: Among the two (2) questions, attempt any one (1) 15 marks

Allowed materials:

- **Blue** or black pen
- Mathematical set
- Non-programmable calculator

Note:

Every candidate is required to carefully comply with the provided assessment instructions.

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SECTION A: Attempt all questions

(55 marks)

- 01.** Define the following terms: **(3marks)**
- a) Product testing;
 - b) Salesmanship;
 - c) Cost analysis.
- 02.** Which of the following are four (4) marketing strategies applied in maturity stage of tourism product life? **(4marks)**
- a) Product development
 - b) Disseminating corrupted products to consumers
 - c) The warranty period may be extended
 - d) Reusable packaging may be introduced
 - e) Using prohibited packages of products
 - f) New markets development
 - g) Developing spoiled products
- 03.** Which were any (5) objectives of promoting Nyandungu eco-park as new tourism product in Kigali city? **(5marks)**
- 04.** Select from the following short statements the five (5) correct factors to consider when planning advertising: **(5marks)**
- a) Cost charged by advertising media
 - b) Overlooking to involve media in advertisement
 - c) Nature of target market
 - d) Nature of agricultural products
 - e) Age of target market
 - f) Targeting market of mature customers
 - g) Speed and urgency
 - h) Retarding speed and urgency
 - i) Geographical areas covered by advertising media
 - j) Channel of distribution
 - k) Disintermediation of channel
 - l) Language used by target market

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05. The following are the possible techniques that can be used to gather feedback on market **except:** (4marks)
- a) Suggestion box for customers
 - b) Discrepancies box for customers
 - c) Questionnaires
 - d) Personal surveys/ customer surveys
 - e) Personal denial of market survey and constraints
 - f) Email & customer contact
 - g) Misuse of social media
 - h) Onsite activities
 - i) Get feedback from websites
 - j) Suggesting boxes of great ideas to award customers on the market
06. Identify any three (3) methods of communicating product and services to customers. (3marks)
07. Match the following products category in A with their respective types of tourism product in column B in the table below: (5marks)

| A: Categories | Answers | B: Types |
|-----------------------------|---------|--------------------------------|
| 1.Kibeho holly land | | a. Symbiotic tourism product. |
| 2.Big five animal | | b. Natural tourism product. |
| 3.Great wall of China | | c. Man made tourism product. |
| 4.Bungee jumping | | d. Site based tourism product. |
| 5.One and only gorilla nest | | e. Site based tourism product. |

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- 08.** Distinguish between “Primary market research” and “Secondary market research” used as the procedures of market analysis. **(4marks)**
- 09.** Use **True / False** to answer the following questions associated with product pricing strategies and tourism product selling: **(3marks)**
- a)** Competition based pricing means a pricing method of spending good money to competitors in order to compete them and become great competitor than them.
 - b)** Consumer based pricing: is commonly an approach firms used to set prices and, in any case, the firm first sizes up its customers to determine how much each customer is willing to pay for its product or service and then charges the price each customer is willing to bear.
 - c)** Cost based pricing: Deals with pricing options to determine the selling price of a product by the company, and where in the price of a product is determined by adding a profit element (percentage) in addition to the cost of making the product.
- 10.** Briefly, discuss any four (4) limitations of business promotion development. **(4marks)**
- 11.** Classify formal and informal market research methods to develop Ndaba rock as natural tourism product by giving two (2) examples for each class. **(4marks)**
- 12.** What are any three (3) factors that can affect the segmentation based on the consumer's standpoint? **(3marks)**
- 13.** The tourism products in Rwanda are promoted through the elements of promotional mix. Do you agree with this statement? If yes or no, defend your answer by any four (4) well explained elements. **(4marks)**
- 14.** Distinguish between cost-based pricing and competition-based pricing strategies. **(4marks)**

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Section B: Attempt any three (3) questions

(30 marks)

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15. Explain the five (5) investigative characteristics of tourism products. **(10marks)**
 16. Suppose that you open a coffee shop, discuss any four (4) factors **(10marks)** that can affect your customer's needs and expectations.
 17. Discuss any five (5) components of tourism products. **(10marks)**
 18. Discuss any ten (10) indicators that characterize advertisement **(10marks)** message for effectiveness of information.
 19. Explain clearly the purposes of Salesmanship in tourism industry. **(10marks)**

Section C: Attempt only one (1) question

(15 marks)

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20. Describe any five (5) functions of brochure strategies that can be **(15marks)** used in marketing to help marketers increase their sales volume and make them popular.
 21. Draw and interpret the product life cycle phases. **(15marks)**

END OF ASSESSMENT