



Uva Wellassa University
Faculty of Management

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

FIRST YEAR SECOND SEMESTER EXAMINATION - AUGUST/SEPTEMBER 2011

HTE 171-2 Fundamentals of Marketing



Instructions to candidates:

No. of pages : Five (05)
No. of questions : Five (05) Structured
 : Four (04) Essay
Time : One Hour and Forty Minutes
Marks allocated : 85 Marks
Question paper is not to be removed from examination hall

Index No:

Part C- Essay Questions

Answer **only three (03)** questions including question No.1

Marks allocation: 50 Marks

01. A marketing strategy is aimed at satisfying consumers in the selected target market through a careful balance of the elements of the marketing mix, each of which represents a subset of the overall marketing strategy.
- i. Explain the marketing strategies that are useful in the hospitality and tourism industries. (10 Marks)
 - ii. Discuss the significance of Marketing mix with relevant examples from hospitality and tourism industry. (10 Marks)
- (Total Marks 20)**
02. i. What is meant by a market segment? Discuss various approaches for market segmentation in tourism. (8 Marks)
- ii. Assume that you are the Marketing director of a leading five-star hotel that is doing business in both Sri Lanka and Thailand. You are required to describe the macro-environmental forces that can affect your organization. (7 Marks)
- (Total Marks 15)**
03. i. Define what is meant by a marketing channel and describe its functions. (5 Marks)
- ii. What are the factors that you have to consider when setting prices for your products? (5 Marks)
- iii. Discuss the role of advertising in marketing with adequate examples from tourism and hospitality industry. (5 Marks)
- (Total Marks 15)**
04. i. How do the major service characteristics relate to the restaurants? (8 Marks)
- ii. Discuss branding strategies and the decisions that firms make in building and managing their brands. (7 Marks)
- (Total Marks 15)**