

**UNIVERSITY OF COLOMBO
FACULTY OF ARTS
DEPARTMENT OF ECONOMICS**

**DIPLOMA IN TRAVEL & TOURISM ECONOMICS AND
HOTEL MANAGEMENT - (11th Batch)**

**FINAL EXAMINATION – 2018
(Semester I)**

DTTEHM 02: Travel and Tourism Marketing

Time Allowed: TWO [2] HOURS

Answer Four (4) Questions selecting TWO Questions from Each Part

Answer 2 Questions from Part A

Answer 2 Questions from Part B

(Use separate answer script for each Part)

PART A

Question No (1)

- a) Explain the concept of strategic marketing with the assistance of suitable examples **(05 Marks)**
- b) What is meant by marketing communication mix? **(06 Marks)**
- c) Elucidate market segmentation by identifying several possible bases for segmenting international inbound tourism market in Sri Lanka. **(06 Marks)**
- d) “Wonder of Asia has become ‘So Sri Lanka’”. Critically discuss. **(08 Marks)**

Question No (2)

Write short notes on following with the support of suitable examples.

- a) Specific buying behavior varies a great deal from one target market to another. (06 Marks)
- b) Variations are countless in global target markets (06 Marks)
- c) All the possibilities for every possible situation can never be achieved (06 Marks)
- d) Brand loyalty is a good measure for managers to use when trying to predict brand performance outcomes. (07 Marks)

Question No (3)

Assume that you are appointed as a Director Marketing for Sri Lanka Tourism. You are assigned to develop a marketing report on each of following:

- a) Identification of ideal customer for Sri Lanka Tourism
- b) Recognizing the modern customers
- c) Marketing strategies to attract these modern customers
- d) Positioning Sri Lanka Tourism
- e) Destination Brand Loyalty

(5 Marks for Each and Total 25 Marks)

PART B

Question No (4)

Price policy is a weapon to realize the goals of planned economy where resources can be allocated as per planned priorities. Similarly, pricing holds a significant place in the marketing mix. Explain the above statement with special reference to the hospitality business

(25 Marks)

Question No (5)

Marketing research is "the process or set of processes that links the producers, customers, and end users to the marketer through information used to identify and define marketing opportunities and problems; generate, refine, and evaluate marketing actions; monitor marketing performance; and improve understanding of marketing as a process.

Discuss the significance of marketing research by relating to a selected tourism target market of Sri Lanka on following areas:

- a) Strategic Marketing Plan of the selected tourism market (5 Marks)
- b) Behavioral and demographic characteristics of the said target market (6 Marks)
- c) Challenges to be faced in meeting their satisfaction (8 Marks)
- d) Suggestions for future development of Sri Lanka Tourism (6 Marks)

Question N0 (6)

"Socially responsible marketing is a marketing philosophy that a company should take into consideration".

- a) What is meant by Socially Responsible Marketing (05 Marks)
- b) Write an article to a tourism magazine on the topic in Significance of Social Responsibility in Marketing for Tourism Development in Sri Lanka. (20 Marks)