

NOMBRE: \_\_\_\_\_

# TOURIST PRODUCT MARKETING

## SEGUNDO PARCIAL

- EL EXAMEN TIENE UN VALOR DE 40 PUNTOS.
- LEE DETENIDAMENTE CADA UNA DE LAS PREGUNTAS ANTES DE CONTESTAR.
- CUALQUIER **INTENTO** DE COPIA SERÁ CASTIGADO CON LA SUSPENSIÓN DEL EXAMEN Y UNA CALIFICACIÓN EQUIVALENTE A **0 (CERO)** PUNTOS.

QUESTION 1. ACCORDING TO THE WORKSHOP WE HAD IN CLASS, AND YOUR STUDY MATERIAL, IDENTIFY AND BRIEFLY EXPLAIN THREE (3) UNETHICAL OR MISLEADING PRACTICES IN TOURISM ADVERTISING THAT SHOULD BE AVOIDED (6 Pts.)

1.
2.
3.

QUESTION 2. OF THE FOLLOWING MARKETING COMMUNICATION TOOLS:

1. WRITE AN EXAMPLE THAT ILLUSTRATES THE TOOL(2 Pts EACH)
2. IDENTIFY THE OVERALL INTEGRATED MARKETING COMMUNICATIONS CHANNEL (I.E. ADVERTISING, PERSONAL SELLING, WORD OF MOUTH, INTERNET MARKETING, ETC) (2 Pts EACH)

MARKETING TOOL	EXAMPLE	MARKETING CHANNEL
A. VIRAL MARKETING		
B. CROSS-SELLING		
C. LOYALTY CARDS		
D. TRAVEL EXHIBITIONS AND ROAD SHOWS		
E. REWARD AND RECOGNITION SYSTEMS		

QUESTION 3. IDENTIFY IF THE STATEMENT IS **TRUE (T)** OR **FALSE (F)** (8 PTS)

- a) INTERNAL MARKETING IS ONLY RELEVANT FOR TOURISM BUSINESS AND NOT FOR TOURISM DESTINATIONS. ( )
- b) ADVERTISING CAN BE PERCEIVED AS BIASED BY THE CONSUMER. ( )
- c) TELEMARKETING IS AN EXAMPLE OF PERSONAL SELLING. ( )
- d) SEARCH ENGINE OPTIMISATION IS ABOUT IMPROVING HOW YOUR WEBSITE LOOKS IN A SMARTPHONE OR A TABLET. ( )

QUESTION 4. ¿WHAT IS INTEGRATED MARKETING COMMUNICATIONS? (2PTS). WRITE AN EXAMPLE OF IMC RELATED TO YOUR FINAL HOMEWORK (2PTS). IDENTIFY 2 MECHANISMS TO MEASURE THE RESULTS OF YOUR IMC CAMPAIGN (2PTS).

CONCEPT:

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EXAMPLE:

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EVALUATION:

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