

NOMBRE: _____

TOURIST PRODUCT MARKETING

MEJORAMIENTO

- EL EXAMEN TIENE UN VALOR DE 100 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 (9 Pts.)

1.
2.
3.

QUESTION 2. OF THE FOLLOWING MARKETING COMMUNICATION TOOLS (30 PTS):

1. WRITE AN EXAMPLE THAT ILLUSTRATES THE TOOL(3 PTS EACH)
2. IDENTIFY THE OVERALL INTEGRATED MARKETING COMMUNICATIONS CHANNEL (I.E. ADVERTISING, PERSONAL SELLING, WORD OF MOUTH, INTERNET MARKETING, ETC) (3 PTS EACH)

MARKETING TOOL	EXAMPLE	MARKETING CHANNEL
A. VIRAL MARKETING		
B. UP-SELLING		
C. GIFT CERTIFICATES		
D. CELEBRITY VISITS		
E. REWARD AND RECOGNITION SYSTEMS		

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

1. AN AIRLINE SENDING PROMOTIONAL EMAILS TO THEIR VIP CLIENTS IS AN EXAMPLE OF A B2B DISTRIBUTION STRATEGY. ()
2. ADVERTISING CAN BE PERCEIVED AS BIASED BY THE CONSUMER. ()
3. SEARCH ENGINE OPTIMISATION IS ABOUT IMPROVING HOW YOUR WEBSITE LOOKS IN A SMARTPHONE OR A TABLET. ()
4. THE PEST ANALYSIS IS EQUIVALENT TO THE IDENTIFICATION OF OPPORTUNITIES AND THREATS OF THE SWOT ANALYSIS. ()

QUESTION 4. ¿WHAT IS INTEGRATED MARKETING COMMUNICATIONS? (3 PTS). WRITE AN EXAMPLE OF IMC RELATED TO YOUR FINAL HOMEWORK (3PTS). IDENTIFY 2 MECHANISMS TO MEASURE THE RESULTS OF YOUR IMC CAMPAIGN (4PTS).

CONCEPT:

EXAMPLE:

EVALUATION:

QUESTION 5. WHAT DO THESE INITIALS MEAN AND GIVE AN EXAMPLE OF EACH DISTRIBUTION CHANNEL (18 PTS.)

	MEANING	EXAMPLE
GDS		
OTA		
TSE		

QUESTION 6. IDENTIFY AN EXAMPLE OF EACH ONE OF THE FOLLOWING PRODUCT OPTIONS IN NEW AND EXISTING MARKETS (16 PTS.)

PRODUCT DEVELOPMENT	DIVERSIFICATION
MARKET PENETRATION	MARKET DEVELOPMENT

QUESTION 7. IDENTIFY THREE CHARACTERISTICS OF A STRONG BRAND (6 PTS.)

1.
2.
3.

QUESTION 8. IDENTIFY TWO ADVANTAGES OF PACKAGING FOR THE TOURISM BUSINESS (4 PTS.)

1.
2.