



PENINSULA
COLLEGE
GEORGETOWN DK266-03(P)

FINAL EXAMINATION

Semester	:	MAY 2025 SEMESTER
Programme Name	:	DIPLOMA IN TRAVEL AND TOURISM MANAGEMENT
Course Code & Name	:	TTM 1323 DIGITAL SALES AND MARKETING
Duration	:	2 HOURS

INSTRUCTIONS TO CANDIDATES:

1. Please read the instructions given in the question paper **CAREFULLY**.
2. The question paper consists of **FOUR (4)** questions.
3. Answer **ALL** questions in the question paper.
4. Answers to the questions are to be written into the examination booklet.
5. Electronic dictionaries, lecture notes, files or any unauthorised materials except writing equipment are strictly prohibited.

This question paper must be submitted along with all used and/or unused rough papers and/ or graph papers (if any). Candidates are **NOT ALLOWED** to take any examination paper(s) used or unused out of the examination hall.

WARNING:

The Examination Board of Peninsula College Georgetown regards cheating as a very serious offence and will not hesitate to mete out the appropriate punitive actions according to the severity of the offence committed, and in accordance with the clauses stipulated in the Students' Handbook, up to and including expulsion from Peninsula College Georgetown.

(This booklet contains 2 printed pages including this page)

DO NOT OPEN THIS BOOKLET UNTIL YOU ARE ALLOWED TO DO SO

Answer **ALL** questions on the separate sheet provided.

[100 marks]

1. a) List out **FIVE (5)** importance of a marketing plan. (5 marks)

- b) Describe **FOUR (4)** promotional tools frequently used in the tourism industry to attract and engage tourists. (10 marks)

- c) Illustrate **FOUR (4)** stages of the product life cycle along with suitable promotional approaches for each stage. (10 marks)
- Total: [25 marks]

2. a) Differentiate omni-channel marketing from multi-channel marketing in the context of tourism. (5 marks)

- b) Describe **FIVE (5)** key components of a PESTLE analysis and explain the impact of each on the tourism industry. (10 marks)

- c) Explain **FIVE (5)** key components of a SMART objective and their application in the tourism industry. (10 marks)
- Total: [25 marks]

3. a) Explain **FOUR (4)** key differences between digital and traditional sales and marketing channels in tourism. (10 marks)

- b) Tour operators may choose to use one or more digital sales platforms to reach a wider audience and increase sales. Explain **FIVE (5)** types of digital sales platform available for tour operators. (10 marks)

- c) Describe **TWO (2)** impacts of social media marketing on traveller behaviour. (5 marks)
- Total: [25 marks]

4. a) By implementing digital sales and marketing campaigns, the tour operations business can attract new customers, build brand awareness and increase sales. Describe **FIVE (5)** digital sales and marketing campaigns for a tour operations business. (15 marks)

- b) Explain **FIVE (5)** key performance indicators (KPIs) that are important to monitor and measure for digital marketing campaigns. (10 marks)
- Total: [25 marks]

- END OF QUESTIONS -