



PENINSULA
COLLEGE
GEORGETOWN

FINAL EXAMINATION

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 the accordance with the clauses stipulated in the Students' Handbook, up to and including expulsion from Peninsula College Georgetown.

(This booklet contains 3 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) Define omni-channel marketing and differentiate it from multi-channel marketing. (5 marks)
- b) A PESTLE analysis is a tool that businesses use to understand and analyse the external factors that affect their operations. Describe **FIVE (5)** key components of a PESTLE analysis. (10 marks)
- c) SMART objectives are important in sales and marketing to ensure that marketing campaigns are aligned with the overall business strategy. Discuss **FIVE (5)** key components of a SMART objective. (10 marks)
- Total: [25 marks]
2. a) Differentiate digital sales and marketing channels from traditional sales and marketing channels. (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]
3. a) List out **FIVE (5)** importance of a marketing plan. (5 marks)
- b) Define the promotional mix and explain **FOUR (4)** types of promotional tools. (10 marks)
- c) The product life cycle is a factor in designing a promotion mix. Illustrate and discuss **FOUR (4)** stages in the product life cycle. (10 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 -