



TOURISM

GRADE 11

REVISION QUESTIONS

TERM 3

TOPIC: MARKETING

CONTENT:

- **DIFFERENT TYPES OF PROMOTIONAL TECHNIQUES**
- **THE MARKETING BUDGET**

All the questions in this document were sourced from previous ECDoE provincial examination papers.

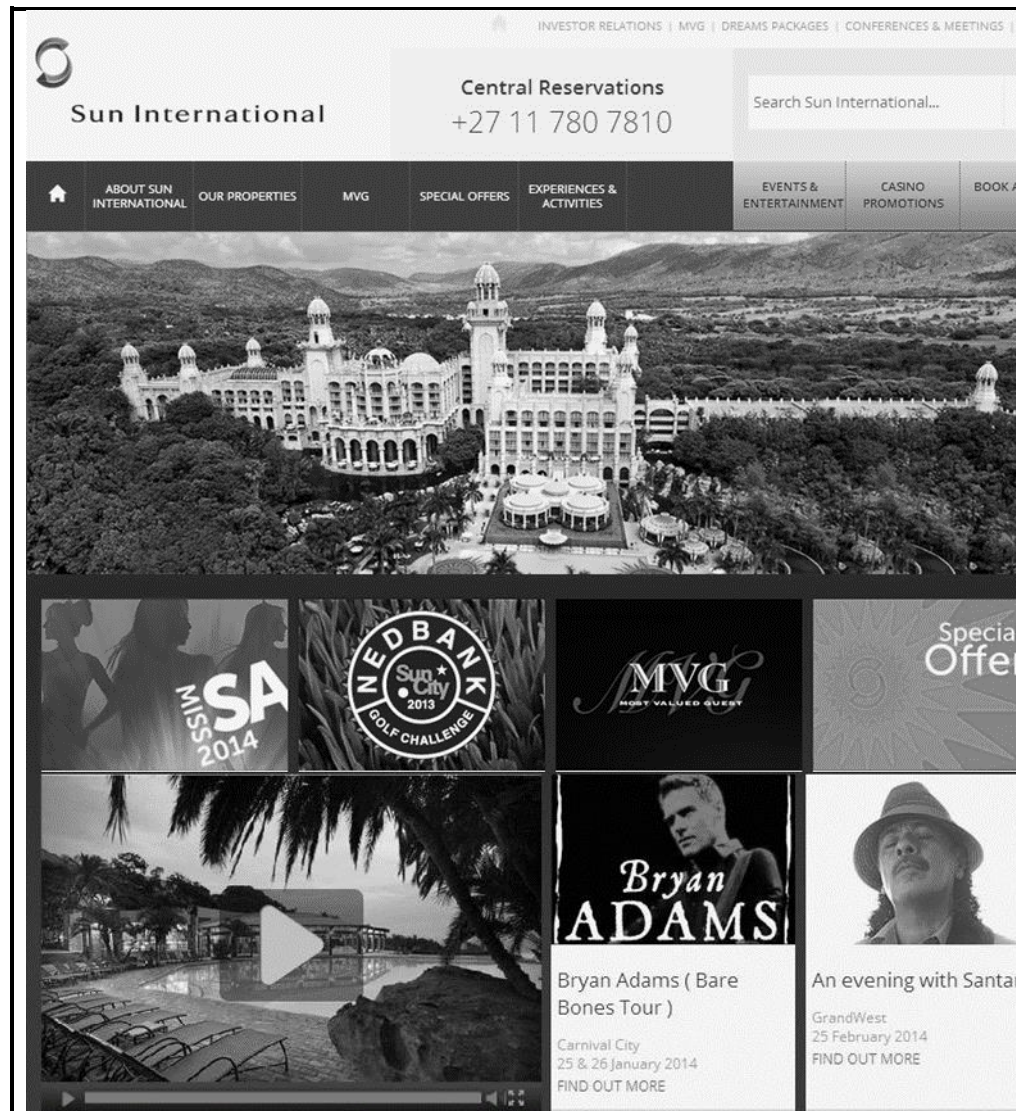
This document consists of 10 pages.

TOPIC: MARKETING

CONTENT: • **DIFFERENT TYPES OF PROMOTIONAL TECHNIQUES**
 • **THE MARKETING BUDGET**

**NOV 2014 EC
 QUESTION 5**

5.1 Study the extract from the website of Sun International Hotels and answer the questions.



- 5.1.1 (a) State whether the promotional/advertising technique used by Sun International Hotels is an above-the-line promotion or a below-the-line promotion. (1)
- (b) Motivate your answer in QUESTION 5.1.1 (a). (2)
- (c) Explain why Sun International Hotels has chosen a website as a technique to promote its business. (1)

- 5.1.2 (a) Quote words from the website extract that prove that Sun International Hotels are making use of sales promotions as an advertising method on their website. (1)
- (b) Explain the term *promotional sponsorship*. (2)
- (c) Give an example of a promotional sponsorship that appears on the Sun International Hotels website found in the extract. (1)
- 5.2 Study the cartoon and answer the questions.



- 5.2.1 Explain your understanding of a *marketing budget*. (2)
- 5.2.2 Name the cost related to a marketing budget that is portrayed in the cartoon. (2)
- 5.2.3 List THREE other costs that must be taken into account when drawing up a marketing budget. (3)

NOV 2015 EC
QUESTION 6

6.1 Study the images on marketing below and answer the questions.



6.1.1 Above-the-line and below-the-line marketing involves the use of different types of promotional techniques or media tools.

Redraw and complete the table below in the ANSWERBOOK.

Identify whether the pictures labelled **A** to **D** fall in the marketing category “above-the-line” or “below-the-line” and then indicate the promotional technique or media tool used.

Picture	Marketing category	Promotional technique or media tool
<i>e.g. E</i>	<i>Above-the-line marketing</i>	<i>Radio</i>
A		
B		
C		
D		

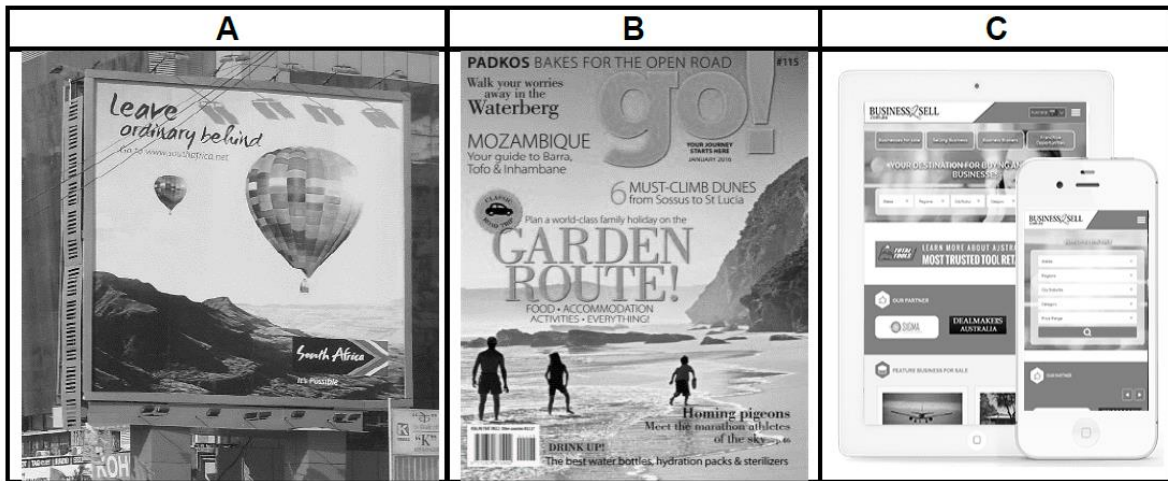
(8 x 1) (8)

6.1.2 Name TWO types of communication costs that must be taken into account when drawing up a marketing budget. (2 x 1) (2)

6.1.3 Give TWO ways how a business can determine the effectiveness of their promotional techniques used, in order to prepare for the following year’s marketing budget. (2 x 2) (4)

NOV 2016 EC QUESTION 6

Refer to the pictures of advertising techniques and answer the questions.



6.1 Identify the media tools labelled **A**, **B** and **C**. (3 x 1) (3)

6.2 Explain why the media tools identified in QUESTION 6.1 are categorised as above-the-line promotional techniques. (2)

6.3 Give ONE reason why media tool labelled **B** would be a valuable marketing strategy for tourism businesses to inform domestic tourists about products and services. (2)

6.4 Explain the effectiveness of media tool labelled **A** to create awareness about South Africa as a tourist destination. (2)

6.5



Nelson Mandela Bay Tourism, the destination marketing association for the Nelson Mandela Bay metro, has been exhibiting at INDABA, Durban for over 20 years. INDABA is one of the largest tourism marketing events on the African continent.

[Source: Adapted from www.indaba-southafrica.co.za]

6.5.1 Write a paragraph discussing the travel costs that Nelson Mandela Bay Tourism will have to take into consideration for their personnel attending the Indaba when drawing up a marketing budget. (4 x 1) (4)

NOV 2017 EC
QUESTION 6

Study the collage on marketing techniques and answer the questions.



- 6.1 Flight Centre is one of South Africa's leading travel retailers. The business uses a combination of different promotional techniques to reach their target audience.

From the collage identify SIX promotional techniques used by Flight Centre to market their business.

Redraw and complete the table below in the ANSWER BOOK.

Above-the-line promotional techniques	Below-the-line promotional techniques

(6 x 1) (6)

- 6.2 Identify the TWO main segments of Flight Centre's target market. (2 x 1) (2)
- 6.3 Suggest TWO methods the management of Flight Centre could use to determine the effectiveness of the different promotional techniques applied by the business. (2 x 2) (4)
- 6.4 Flight Centre offers a toll-free number which customers can use to contact them.

Explain why the provision of this service will have an impact on the marketing budget of Flight Centre. (2)

NOV 2018 EC
QUESTION 6

6.1 Study the examples of marketing techniques and answer the questions.

Promotional material A

TSOGO SUN

GET AWAY THIS WEEKEND

SAVE UP TO 25%

from only
R1,199
per room per night
including breakfast
T's & C's apply

BOOK ONLINE

TSOGO Rewards
MEMBER DISCOUNT APPLIES

SunBreaks
WEEKENDER

[Source: www.tsogosun.com]

Promotional material B

STUDENT TRAVEL SOLUTIONS ✈️

**BOOK A STORE APPOINTMENT AND
GET A R400 CREDIT
ON YOUR NEXT TRIP!**

SAVE R400

BOOK YOUR NEXT APPOINTMENT

[Adapted from www.statravel.com]

- 6.1.1 Suggest ONE type of tourist that would be attracted by promotional material **A** and **B** respectively. (2 x 1) (2)
- 6.1.2 Identify the type of below-the-line promotional technique used in each of the advertisements labelled **A** and **B**. (2 x 2) (4)
- 6.1.3 Explain why the promotional techniques, labelled **A** and **B**, are effective marketing strategies for the above tourism businesses. (2)

6.2 Study the logo and answer the question.



[Source: www.palmlodgemthatha.co.za]

Advise the manager of the accommodation establishment portrayed above about the communications costs that need to be considered when compiling a marketing budget for the business. (3 x 1) (3)

**NOV 2019 EC
QUESTION 6**

6.1 Study the marketing technique example below and answer the questions.



- 6.1.1 Identify the following type of promotional techniques used by Penika Travel Agency in the image:
- (a) Above-the-line (1)
 - (b) Below-the-line (1)
- 6.1.2 Give ONE reason why each type of promotional technique identified in QUESTION 6.1.1(a) and 6.1.1(b) are effective marketing strategies for Penika Travel Agency. (2 x 2) (4)
- 6.1.3 Explain why Penika Travel Agency would have included internet and telephone costs in the marketing budget for their above-the-line marketing campaign. (2 x 2) (4)