



MARKETING FOR HOSPITALITY & TOURISM

Remote Assessment September 2020

Candidate Instructions

- The word limit for each of the 4 questions is 750 words, giving a total assignment word limit of 3000 words.
- Write your total word count after each response.
- Responses must be your own work, based on your personal study and/or research.
- You must acknowledge all material and sources used in the preparation of your responses (books, articles, reports, lecture notes, and any other kind of material) in a list at the end of each response. A formal referencing system such as Harvard is advised but is not an essential requirement to gain all the marks available under communication and originality.
- Plagiarism is a serious offence. Do not copy in part or whole the work of other students and/or persons.
- You must include the following Candidate Declaration at the end of your submission:
“I declare that this work is entirely my own with the sources of information I have used clearly identified and acknowledged”.

Instructions for typewritten responses

- At the top of each page include your full name, Student ID Number, Centre Name and the title of the ICM Unit for which you are submitting.
- Submit your response in Arial font, black, minimum size 12, single-spaced with normal margins.
- Clearly indicate the question number for all of your responses.
- Number each page of your work.

Instructions for handwritten responses

- At the top of each page include your full name, Student ID Number, Centre Name and the title of the ICM Unit for which you are submitting.
- Submit your work in blue or black ink, in legible handwriting on lined paper.
- Clearly indicate the question number for all of your responses.
- Number each page of your work.

Advice

- Read each question several times before you answer it.
- Plan your answers before you start writing the full responses.
- Up to 5 marks are available per question for communication and originality.
- Check all your answers for content and plagiarism before submitting your work.
- Prepare your responses using the resources provided by [ICM](#), the [ICM Remote Assessment guidance](#) and any material provided by your ICM Approved Teaching Centre.



ANSWER ALL QUESTIONS

1. Evaluate the use of primary research and secondary research to a travel agent when launching a new product. In your response you must examine the strengths and weaknesses of both types of research using a range of examples, and include a conclusion.

(Word limit 750)

[25 marks]

2. As a marketing consultant, you are required to write a report for a local general manager explaining different pricing strategies. In your report you must demonstrate an understanding of the underpinning concepts and ideas.

(Word limit 750)

[25 marks]

3. As a marketing consultant, you are required to write a journal article entitled 'Evaluating the implementation of a total quality management system for restaurant managers'. In your article you must examine strengths and weaknesses of a total quality management system, using a range of concepts and examples to support your evaluation, with a conclusion.

(Word limit 750)

[25 marks]

4. Discuss the different public relations techniques used by travel agencies. In your response give a detailed account about each technique, using examples to support your discussion.

(Word limit 750)

[25 marks]

END OF QUESTIONS