

UNIVERSITY OF CAMBRIDGE INTERNATIONAL EXAMINATIONS  
Cambridge International Diploma in Business  
Advanced Level

**MARKETING**

**5174/01**

Optional Module

May 2006

**2 hours 15 minutes**

Additional Materials: Answer Booklet/Paper

**READ THESE INSTRUCTIONS FIRST**

The time allocated for this examination includes 15 minutes reading time.  
Write your Centre number, candidate number and name on all the work you hand in.  
Write in dark blue or black pen.  
You may use a soft pencil for any diagrams, graphs or rough working.  
Do not use staples, paper clips, highlighters, glue or correction fluid.

Attempt **all** tasks.

Start each task on a new piece of paper.

Please leave a margin on the right and left hand side of each new page.

At the end of the examination, fasten all your work securely together, in the correct order.

The number of marks is given in brackets [ ] at the end of each question or part question.

This document consists of **3** printed pages and **1** blank page.



**You must read the case study below and attempt all the tasks which follow.**

[The following Case Study is fictitious.]

### **'Tourism in Singapore'**

The SARS (Severe Acute Respiratory Syndrome) epidemic which swept across East Asia devastated Singapore's tourist trade and also pushed its flagship airline into debt for the first time.

"The tourism sector has been badly battered," said the Singapore Tourism Board (STB) Chairman, "and there is an urgent need to step up our recovery efforts as many jobs are at stake."

Visitor numbers dropped by 74% during May, and current visitor numbers are still down as much as 20% compared to a year ago. 5

Total Travel Marketing (TTM) has been appointed to assist the Singapore Tourism Board in rebuilding the tourism market, increasing tourist numbers and promoting the country through the development of a strong 'Singapore' brand.

Internationally, TTM works with tourist offices to invite international media to enhance the profile of the destination. It also aims to position the destination as a compelling place to visit for work, leisure, healthcare or education. It communicates this through the use of various media such as brochures, videos, and photography and distribution channels such as online activities, for example the Internet. 10

Within Singapore TTM ensures that the destination communications message remains consistent to the visitor, and awareness of the Singapore brand continues to be reinforced. While the primary audience is the traveller, the brand awareness among Singaporeans and residents is also important. This includes strategic outdoor advertising and communications platforms such as signs and display panels in immigration checkpoints, airports and districts with high tourist traffic. 15

The overall objective is to achieve strong brand recognition among travellers, and to position Singapore as a premier travel destination around the world. 20

Visitor satisfaction has a direct impact on repeat visits, positive word-of-mouth communications and revenue for Singapore in general, as well as the tourism sectors. As the competition for a share of the holiday and business traffic worldwide becomes more intense, the Singapore Tourism Board, in conjunction with TTM, needs to excel in delighting its customers in order to remain competitive. 25

You have recently been appointed by TTM as a Marketing Consultant on the Singapore Tourism Board Account.

**You must attempt ALL of the following tasks**

- 1 The Singapore Tourism Board has limited knowledge of the importance of customer relationships.
- (a) Explain, using **four** examples, how recent developments in online promotional methods can help the Singapore Tourism Board to build relationships with its customers. [10]
- (b) (i) Explain to the Singapore Tourism Board why customer care is important. [5]  
(ii) Identify the stages of implementing a customer care programme. [5]  
[Total: 20]
- 2 The Singapore Tourism Board is considering the development of a market research project. Write a memo to the Board explaining what is meant by the following:
- (a) marketing research; [5]  
(b) primary research; [5]  
(c) secondary research; [5]  
(d) the process of planning a research project. [5]  
[Total: 20]
- 3 It is very important that the Singapore Tourism Board knows who its customers are and understands their buying behaviour.
- (a) Explain how the Singapore Tourism Board can segment its market. [8]  
(b) Explain to the Singapore Tourism Board why it needs to understand the buying behaviour of its target market. [6]  
(c) Explain, giving examples, **three** key influences on consumer buying behaviour. [6]  
[Total: 20]
- 4 The concept of the marketing planning process is relatively new to the Singapore Tourism Board.
- (a) Explain what is meant by 'a marketing audit'. [10]  
(b) Explain how analysis of the external environment (PEST factors) would help the Singapore Tourism Board develop its marketing plan. Use examples to illustrate your answer. [10]  
[Total: 20]
- 5 The service provided by the Singapore Tourism Board before its customers embark on their holiday or business trip to Singapore is often neglected.
- (a) Discuss the importance to the Singapore Tourism Board of the **three** additional components in the extended marketing mix when communicating with customers. Use examples to illustrate your answer. [12]  
(b) Explain the benefits of branding for the Singapore Tourism Board when promoting Singapore. [8]  
[Total: 20]

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