

MARKETING

QUESTIONS 2/A

Marketing, marketing environment

1. What is marketing?
2. How can marketing be defined?
3. How would you explain the marketing concept?
4. What is the role of marketing within a business?
5. What is the marketing environment of an organisation?
6. What elements does the micro-environment include?
7. Describe the macro-environment of an organisation.
8. What factors does the internal environment involve?
9. How can the external environment be examined in more detail?
10. What is SWOT Analysis?
11. Describe Five Forces Analysis.
12. What is PEST Analysis?

MODEL ANSWERS 2/A

- 1–2. There are many definitions of marketing. The best definitions focus on customer orientation and satisfaction of customer needs.
‘The human activity directed at satisfying needs and wants through the process of exchange.’ (Prentice Hall Encyclopaedic Dictionary of Business Terms)
‘Activities to design and sell a product or service by considering buyers’ wants or needs, for example where and how they will buy it, how much they will be willing to pay, etc.’ (Longman Business English Dictionary)
- The Chartered Institute of Marketing defines marketing as *‘the management process that identifies, anticipates and satisfies customer requirements profitably’*. This definition looks not only at identifying customer needs, but also at satisfying them and anticipating them in the future.
- Marketing is *‘the process of planning and executing the conception, pricing, promotion, and distribution of ideas, goods, and services to create exchanges that satisfy individual and organisational objectives.’* (American Marketing Association) Simply saying, marketing is creating and promoting a product (ideas, goods or

TOURISM – TOUR ORGANISATION; JOBS AND FIELDS OF WORK IN TOURISM; TOURISM ORGANISATIONS**QUESTIONS 14/A*****Elements of supply in tourism; the nature and characteristics of the tourism product***

1. What are the elements of supply in tourism?
2. What do sights and facilities involve?
3. How can the sights and facilities be classified?
4. What attractions/facilities belong to the category of natural endowments?
5. How can you further classify facilities created by society?
6. What are the economic factors that have an effect on tourism?
7. Mention some attractions that belong to a country's cultural heritage.
8. What components are involved in the ability to receive tourists?
9. What types of lodging are included in commercial accommodation?
10. What catering facilities can tourists make use of?
11. What do we mean by basic and tourism-related infrastructure?
12. Who is responsible for providing tourist services?
13. What does the job of tour operators involve?
14. What is the function of travel agents?
15. Describe the nature and characteristics of the tourism product.

MODEL ANSWERS 14/A

- 1–3. Supply in tourism comprises services which include the sights and the facilities and the ability required to receive tourists, such as accommodation, catering, tourist services and infrastructure. The sights or attractions belong to the natural and cultural heritage of the country and they have a vital role in creating tourist demand for the particular country or region. The sights and facilities fall into one of two categories: they are either created by nature or society.
4. Natural endowments include climatic conditions, geographic location, relief, flora and fauna, hydrography, other regional sights of interest such as volcanoes, stalagmite caves, rocks, etc. and finally health facilities. Health facilities are actually the combination of the above and are of special importance today. There has been a growing demand for medicinal and thermal waters recently. Being