



**NAMIBIA UNIVERSITY
OF SCIENCE AND TECHNOLOGY**

13 Jackson Kaujeua Street
Private Bag 13388
Windhoek
NAMIBIA

T: +264 61 207 2081
F: +264 61 207 9081
E: coll@nust.na
W: www.nust.na

Centre for Open and Lifelong Learning

FEEDBACK TUTORIAL LETTER

1st SEMESTER 2020

ASSIGNMENT 1

**SERVICES & ORGANIZATION MARKETING
SMK611S**

SMK611S Test 1 Feedback

Dear Students,

I have marked Test 1 and give feedback below.

Tutor

Tutor Comments

QUESTION 1

With reference to **ONLY** these listed Ps of the services mix; **Product, People, Physical evidence, Processes and Place**, discuss how the following services in the Tourism Industry have been affected by COVID 19. **(50 marks)**

- 1.1 Travel Agencies and Tour Operators **(10 marks)**
- 1.2 Hotels and Restaurants **(10 marks)**
- 1.3 Car Hire Services **(10 marks)**
- 1.4 Boarder Control Services/Immigration Control **(10 marks)**
- 1.5 Recreation and entertainment **(10 marks)**

Students were expected to discuss how the services outlined above have been affected by COVID 19 lockdown using the 5 Ps also outlined as a guide. You will notice that some of the services are affected in the same manner so the student could have grouped those affected in the same manner together to save time on writing. I was looking for student understanding on each service operation and the challenges currently being faced and most students showed a great deal of understanding. Students were supposed to answer all questions to get full marks and to assign time equally for each question.

QUESTION 2

Discuss what survival strategies each of the services players in question 1 above can employ to stimulate business and to sustain the Tourism Industry as the State of Emergency is gradually eased.

(50 marks)

- 2.1 Travel Agencies and Tour Operators **(10 marks)**
- 2.2 Hotels and Restaurants **(10 marks)**
- 2.3 Car Hire Services **(10 marks)**
- 2.4 Boarder Control Services/Immigration Control **(10 marks)**
- 2.5 Recreation and entertainment **(10 marks)**

Students were required to discuss broad strategies for survival for each service not necessarily in terms of the 5 Ps. Most students did not have adequate time for this question. Some implementable strategies were brought out some of which are already being implemented by the respective service providers. The emphasis of the questions were to test the students' ability to apply service marketing principles and strategies to real life situations.

END OF FEEDBACK