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FINAL EXAMINATION**

COURSE NAME : HOSPITALITY SALES AND MARKETING
COURSE CODE : DHM 3153
EXAMINATION : MEI 2018
DURATION : 3 HOURS

INSTRUCTION TO CANDIDATES

1. This examination paper consists of **THREE (3)** :
PART A (20 Marks)
PART B (40 Marks)
PART C (40 Marks)
2. Candidates are not allowed to bring any material to examination room except with the permission from the invigilator.
3. Please check to make sure that this examination pack consist of:
 - i. Question Paper
 - ii. Objective Answer Paper
 - iii. Answer Booklet

DO NOT TURN THIS PAGE UNTIL YOU ARE TOLD TO DO SO

This examination paper consists of 9 printed pages including front page

PART A

This part contains of **TWENTY (20)** questions.

Answer ALL in Objective Answer Paper.

1. Which of the following statements is true regarding marketing?
 - A. A demand is created by human needs.
 - B. A human need is invented by marketers.
 - C. The first basic concept of marketing is that of human wants.
 - D. None of basic concept of marketing is that of human needs.

2. The most formal definition of marketing is _____.
 - A. segmenting and targeting market.
 - B. 4P (Product, Price, Place, Promotion)
 - C. identify and meeting customers' needs and wants.
 - D. continuous process in satisfying customers' demands.

3. The characteristic which describes service as continuous and cannot be separate from the provider is _____.
 - A. perishable
 - B. inseparable
 - C. homogenous
 - D. heterogenous

4. What is benchmarking in service quality?
 - A. Zone of tolerance.
 - B. Customers' attitude from long term perceptions.
 - C. Efficient manners in delivering service to satisfy needs.
 - D. Comparing service quality among the similar industries.

5. _____ involves the process of defining the marketing mix variables so that target customers have a clear, distinctive understanding of what a product does or represents in comparison with competing products.
- A. Targeting
 - B. Positioning
 - C. Market segmentation
 - D. A customer excellence strategy
6. When selecting a target market, firms should attempt to?
- A. Develop a strong communication plan.
 - B. Seek out opportunities to customize products.
 - C. Decide between demographic and geographic segmentation methods.
 - D. Match the firm's competencies with a market segment's attractiveness.
7. The preapproach stage occurs _____ and extends the qualification of leads procedure.
- A. after the sales presentation
 - B. after closing the sale but before follow-up
 - C. before closing the sale but after follow-up
 - D. prior to meeting the customer for the first time
8. Market research begins with _____.
- A. presenting results.
 - B. designing the research project.
 - C. creating the data collection process.
 - D. defining the objectives and research needs.

9. Four frequently used targeting strategies are the micromarketing, undifferentiated, differentiated, and _____ targeting strategies.

- A. global.
- B. economic.
- C. concentrated.
- D. benefit-based.

10. When marketers state that services are _____, they are referring to the fact that services are not always of the same quality from one time period to another or from one service provider to another.

- A. variable
- B. intangible
- C. perishable
- D. inseparability

11. Personal selling can take place in all of the following situations EXCEPT:

- A. by telephone.
- B. face-to-face.
- C. through the newspaper.
- D. video teleconferencing.

12. When marketers say that services are _____, they are referring to the fact that services cannot be touched, tasted, or seen, like a pure product can.

- A. variable
- B. intangible
- C. inseparable
- D. replenishable

13. Sales representatives are often compensated, at least in part, on a percentage of the sales revenue. This percentage is known as a _____.

- A. bonus.
- B. finder's fee.
- C. base salary.
- D. commission.

14. By providing good customer service, firms _____ their products or services.

- A. add value to
- B. increase the perishability of
- C. reduce the zone of tolerance for
- D. eliminate the communication gap for

15. Which of the following is an example of external secondary information that hotel chain might use for marketing research purpose?

- A. Occupancy forecast.
- B. Guest registration data.
- C. Online industry report.
- D. Suggestion card collect from guest.

16. Which of the following is an example of primary hospitality market information?

- A. Financial statements provided in annual reports.
- B. Reservation records and registration information.
- C. Free reception for frequent travelers in which feedback is collected.
- D. Automated guest history record that can be shared by affiliated business.

17. A current trend in the hospitality industry is to build loyal customer relationships and enhance service levels by optimizing the use of?
- A. Satellite device.
 - B. Internet website.
 - C. Service rating advisor.
 - D. Independent travel agents.
18. Which of the following is an example of a product in hospitality industry?
- A. A vacation package.
 - B. A salesperson business card.
 - C. An inquiry about flight schedules.
 - D. A confirmation letter to a customer.
19. Several customer indicates an interest in products that the business does not currently offer. These request can be given buyers to help them to_____.
- A. forecast sales.
 - B. select vendors.
 - C. research the market.
 - D. determine what to buy.
20. In the marketing hospitality industry, customers perception of value and worth are often associated with_____.
- A. price
 - B. profit
 - C. place
 - D. promotion

[20 MARKS]

PART B

This part contains of **TEN(10)** questions.
Answer ALL questions in Answer Booklet.

QUESTION 1

List **TWO (2)** types of seller in hospitality industry.

(2 marks)

QUESTION 2

What is Service?

Identify **FOUR (4)** service characteristics.

(5 marks)

QUESTION 3

Give **FIVE (5)** macroenvironment of a business firm.

(5 marks)

QUESTION 4

Explain **THREE (3)** factors that influence consumer buying behaviour.

(6 marks)

QUESTION 5

Define the term 'market segmentation'.

(2 marks)

QUESTION 6

Draw a Product Life Cycle (PLC) diagram.
Label them accordingly.

(5 marks)

QUESTION 7

What is price?

Describe **TWO (2)** pricing approaches.

(6 marks)

QUESTION 8

Give **TWO (2)** importance of e-marketing.

(2 marks)

QUESTION 9

Identify **FIVE (5)** sales promotion methods.

(5 marks)

QUESTION 10

State **TWO (2)** section of electronic marketing.

(2 marks)

[40 MARKS]

PART C

This part contains of **FOUR (4)** questions.
Answer ALL questions in Answer Booklet.

QUESTION 1

What is marketing mix?
Explain thoroughly the element of marketing mix.

(10 marks)

QUESTION 2

What is 'market segmentation'?
Explain **FOUR (4)** segmentation variables.

(10 marks)

QUESTION 3

Name and describe the roles of **FIVE (5)** tools of the promotion mix.

(10 marks)

QUESTION 4

What is Direct Marketing?
Explain **FOUR (4)** tools direct marketing for selling product.

(10 marks)

[40 MARKS]

END OF QUESTION PAPER

