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FINAL EXAMINATION**

COURSE NAME : HOSPITALITY SALES & MARKETING
HOSPITALITY MARKETING

COURSE CODE : DHM 3153/DHM 2143

EXAMINATION : JUNE 2024

DURATION : 3 HOURS

INSTRUCTION TO CANDIDATES

1. This examination paper consists of **THREE (3)** :
PART A (30 Marks)
PART B (50 Marks)
PART C (20 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. The Question Paper
 - ii. An Objective Answer Paper
 - iii. An Answering Booklet

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

This examination paper consists of 12 printed pages including front page

PART A

This part contains **THIRTY (30)** questions.

Answer ALL in Objective Answer Paper

1. What is the main purpose of hospitality industry?
 - A To get more profit
 - B To build customer loyalty
 - C To get a good demand from customer
 - D To create and maintain satisfied and profitable customer

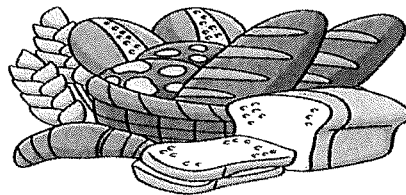
2. Marketing is a process which aims at _____.
 - A producing
 - B selling products
 - C maximizing profits
 - D satisfying customers

3. "Many people want a TESLA but only a few can buy". This an example of _____.
 - A need
 - B want
 - C status
 - D demand

4. Which of the following is not a distinct characteristic of services?
 - A Variability
 - B Intangibility
 - C Perishability
 - D Inconsistency

5. Services cannot be seen. This describes the _____ characteristic of services.
- A variability
 - B intangibility
 - C perishability
 - D inseparability
6. What is one of the elements of the marketing mix that produces revenue?
- A Price
 - B People
 - C Product
 - D Promotion
7. Hilton Hotel runs a premium membership club that caters to customers whose annual salary exceed RM100,000. Members of this club are offered seasonal discounts on selected luxury hotels in select cities worldwide. Hilton most likely follows _____ segmentation approach.
- A an age
 - B a loyalty
 - C an income
 - D an occupation
8. What is the statistics that describe a population in terms of personal characteristics, such as income, age and occupation?
- A Culture
 - B Economics
 - C Demographics
 - D Psychographic

9. "Many companies today are localizing their products, advertising, promotion, and sales efforts to fit the needs of individual regions, cities, and neighborhoods". This is an example of _____.
- A branding
 - B product diversification
 - C geographic segmentation
 - D psychographic segmentation
10. Nealofar decides to launch her product at CASA Hotel. She is in situation of _____.
- A purchase
 - B identify problem
 - C mass customization
 - D market introduction



11.

Diagram 1.0

- What marketing is being applied of this product in Diagram 1.0?
- A Positioning marketing
 - B Differentiated marketing
 - C Concentrated marketing
 - D Undifferentiated marketing
12. Awareness of need or problem, information search, evaluation of alternative, purchase decision, and post purchase evaluation are the steps in the _____.
- A segmentation variable
 - B consumer decision process
 - C market segmentation process
 - D principal reason for segmentation

13. The stage in which sales and profits decrease is called _____.
- A decline
 - B growth
 - C maturity
 - D introduction
14. _____ is the period of time over which a product is developed, brought to market and finally removed from the market.
- A Lifecycle
 - B Product cycle
 - C Product of cycle
 - D Product life cycle
15. Concept product life cycle is used by _____ and _____ professionals as a factor in deciding when it is appropriate to increase advertising, reducing prices, expanding to new markets, or redesigning packaging.
- A operation, marketing
 - B operation, management
 - C management, marketing
 - D marketing, management

Question 16 & 17 are based on **Diagram 2.0**

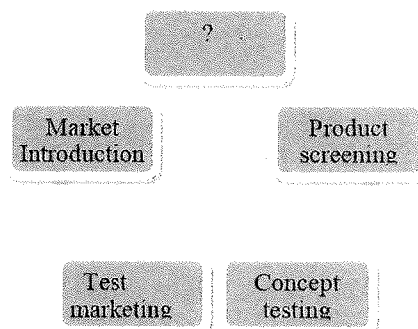
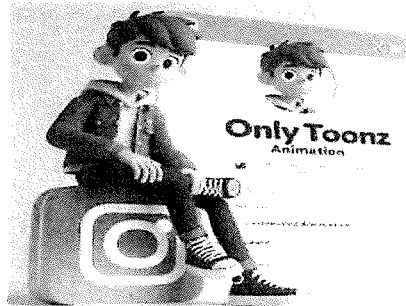


Diagram 2.0

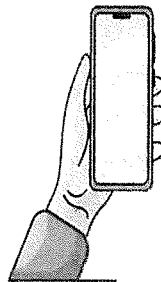
16. What are the first steps in the new product development process?
- A Idea Generation
 - B Commercialization
 - C Market introduction
 - D Product development
17. Based on Diagram 2.0 ideas generation means_____.
- A impact on current or potential customer
 - B equipment necessary to produce a new item
 - C what price would customer pay for the product
 - D ideas for a new product or a result from brainstorming
18. What is a product?
- A Tangible and intangible items.
 - B Anything that can be offered to a market for attention.
 - C Written or oral description and a visual representation.
 - D Consist of activity, benefit, or satisfaction offered for sale.
19. If a price change results in a large change in the demand for a product, the product is said to have a_____.
- A value pricing
 - B low elastic demand
 - C high elastic demand
 - D none of the above
20. _____uses buyer perception of what a product is worth, not the seller cost, as the key to pricing.
- A Variable cost
 - B Price elasticity
 - C Cost based pricing
 - D Value based pricing

21. Which pricing strategy involves setting prices based on the costs for producing, distributing and selling the product plus a fair rate of return for its effort and risk?
- A Dynamic Pricing
 - B Cost-Based Pricing
 - C Competition- Based Pricing
 - D Customer Value- Based Pricing
22. Business also uses _____ to interact with customers and get feedback on the company, its products and services.
- A promotion
 - B advertising
 - C social media
 - D press releases
23. _____ campaigns try to influence general opinion and create a favorable public image for a person, organization, or a company, its products or its policies.
- A Advertising
 - B Direct selling
 - C Public relations
 - D Sales promotion
24. Which of these activities helps an organization to influence a target audience?
- A Promotion
 - B Direct selling
 - C Personal selling
 - D Public relations

25. _____ gives recipients an incentive to respond by visiting a store or website, calling a toll free number, returning a form or sending an email.
- A Advertising
 - B Telemarketing
 - C Personal selling
 - D Direct marketing



26. Social networks such as Tiktok, Instagram, YouTube and Twitter help businesses reach prospective customers.
- A advertising
 - B telemarketing
 - C personal selling
 - D direct marketing



27. Another form of direct marketing is _____, in which customers are called on the phone and asked directly for goods and services.
- A advertising
 - B telemarketing
 - C personal selling
 - D teleconferencing

28. _____ is the life blood of sales because it identifies potential customers.
- A Approach
 - B Hedging
 - C Churning
 - D Prospecting
29. The main purpose of a sales person contacting a prospect or customer is known as the _____.
- A trial close
 - B buyer profile
 - C sales call objective
 - D customer benefit plan
30. Up selling technique strategies contributes to _____.
- A observation
 - B reduce wages
 - C boost profitability
 - D center of influence

[30 MARKS]

PART B

This part contains **TEN (10)** questions.

Answer ALL questions in Answering Booklet.

QUESTION 1

Interpret **four (4)** categories of service provider.

(4 marks)

QUESTION 2

Discover the definition of service and the characteristics of service.

(5 marks)

QUESTION 3

Illustrate **five (5)** microenvironments of a business firm.

(5 marks)

QUESTION 4

Distinguish **five (5)** factors influencing consumer behaviour.

(5 marks)

QUESTION 5

Indicate **five (5)** stages of the consumer buying decision process.

(5 marks)

QUESTION 6

Assess **three (3)** factors that can define culture in characteristics of buying behavior.

(6 marks)

QUESTION 7

Apply **two (2)** types of pricing approaches.

(4 marks)

QUESTION 8

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

(6 marks)

QUESTION 9

Produce three (3) strategies of pricing.

(6 marks)

QUESTION 10

Use four (4) promotion tools in hospitality marketing.

(4 marks)

[50 MARKS]

PART C

This part contains **TWO (2)** questions.

Answer ALL questions in Answering Booklet.

QUESTION 1

A marketing environment encompasses all the internal and external factors that drive and influence an organization's marketing activities. Marketing managers must stay aware of the marketing environment to maintain success and tackle any threats or opportunities that may affect their work.

Classify **five (5)** elements in the macro component.

(10 marks)

QUESTION 2

Hotel pricing is how you optimize your property's rates to maximize occupancy and revenue. Providing guests with value for money while trying to maintain a stable bottom line and avoid being undercut by competitors is a complex task that needs constant attention if your business is to succeed.

What is price?

(2 marks)

Prepare **four (4)** situations in which they must initiate price changes or respond to price changes by competitors

(8 marks)

[20 MARKS]

END OF QUESTION PAPER

