



**KOLEJ YAYASAN PELAJARAN JOHOR
FINAL EXAMINATION**

SUBJECT	:	HOSPITALITY MARKETING
SUBJECT CODE	:	HMT 7153
DATE	:	19 OCTOBER 2015
DURATION	:	3 HOURS (9.00 AM – 12.00 PM)

INSTRUCTIONS TO CANDIDATES

1. This question paper consists of **FOUR (4)** sections:
Section A (20 Marks)
Section B (10 Marks)
Section C (40 Marks)
Section D (30 Marks)
2. Answer **ALL** questions from part A, B and C. For Part D, answer **TWO(2)** questions only.
3. Candidate is not allowed to bring any material into the examination room **EXCEPT** with the permission from the invigilator.
4. Please check to make sure that this examination pack consists of:
 - i. Question Paper
 - ii. Answering Booklet
 - iii. OMR Form

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

This examination paper consists of 11 printed pages including front page.

SECTION A(Total: 20 marks)**MULTIPLE CHOICE QUESTIONS****INSTRUCTION: Answer ALL questions.****Please use the OMR sheet provided.**

1. It is refer to the benefits that consumers are seeking when they purchase a product or service is best suited of:-
 - A. Benefit sought
 - B. Behavioral variables
 - C. Psychographic variables
 - D. AIO

2. Having company executives gives talks at trade associations or sales meetings utilize which public relation tool?
 - A. Special events .
 - B. speeches.
 - C. news.
 - D. Corporate identity materials.

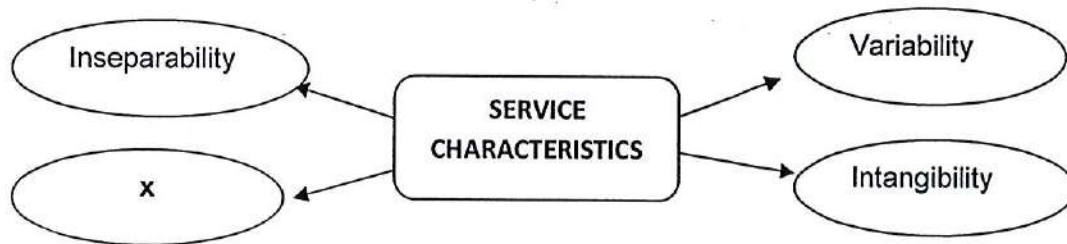
3. To a marketer, a/an _____ is the set of all actual and potential buyers of a products and service.
 - A. segment
 - B. target
 - C. industry
 - D. market

4. What is the third step in marketing planning process?
 - A. Implement action plan and monitor performance
 - B. Conduct situation analysis
 - C. Formulate strategies and action plan
 - D. Define goal and objective

5. Form of communication used to influence consumer feeling, opinion, or belief about a company, its product or services is best referred to:-
- A. Publicity
 - B. Public relation
 - C. Advertising
 - D. Personal selling
6. What are the five elements of restaurant concepts?
- A. Menu, food production strategy, service, pricing, decor/ambience.
 - B. Quality, pricing, performance, exterior, menu
 - C. Menu, decor, quality, pricing, service
 - D. Interior, exterior, service, time, pricing
7. _____ is merchandise usually sold at cost with purchase for a food or beverage item.
- A. Sweepstakes
 - B. Discount
 - C. Coupon
 - D. Premium
8. Consumers believe that higher prices signify higher quality is best referred to which elements in consumer price sensitivity
- A. Price quality effect.
 - B. Unique value effect
 - C. Quality price effect
 - D. Value unique effect
9. Which of the following is **NOT** an example of "tangibilising" a service product?
- A. Employee costumes.
 - B. Exterior of the property
 - C. Landscaping of the property
 - D. Resetting a banquet room behind close door

10. Determined by how well the product meets the customer's expectations for that product is best refer to:-
- Transaction
 - Quality
 - Satisfaction
 - Demands

11. Choose the suitable answer for x:-



- Perishability
 - Specialty
 - Tangibility
 - Guaranty
12. Ecology in macro environment for hospitality industry is refers to _____
- Federal state and local government action
 - General business conditions and respond to trends in the economy
 - Points of sales ,customer ordering system, marketing and information system
 - Refers to the relationships between human beings and other living things.
13. _____ is one which no company has a significant market share
- Concentrated industry
 - Fragmented industry
 - Focused Industry
 - Cultured industry

14. _____ is a perception resulting from attitudes formed by customers' long term, overall evaluations of performance
- A. Service failure
 - B. Service performance
 - C. Service quality
 - D. Service characteristics
15. What is the second step in marketing research process:- .
- A. Prepare the final report
 - B. Collecting the data .
 - C. Define the problem.
 - D. Plan the research
16. What factors that affect pricing decision
- i. Pricing Objectives
 - ii. Consumer Price Sensitivity
 - iii. Environmental Factors
 - iv. Broad Pricing Strategies
- A. i ii
 - B. i, ii, iv
 - C. i, ii, iii, iv
 - D. i, ii, iii
17. Menu planning pitfalls to avoid
- i. Being all wrong physical size
 - ii. Using too small type size
 - iii. Failing to sell
 - iv. Forgetting the basic
- A. i ii
 - B. i, ii, iv
 - C. i, ii, iii, iv
 - D. ii, iii, iv

18. Services firms in hospitality and travel must make decision regarding:-
- i. Channel Organization
 - ii. Channel Management
 - iii. Electronic Commerce
 - iv. Intermediaries
- A. i ii
B. i, ii, iv
C. i, ii, iii, iv
D. i, ii, iii
19. A restaurant concept, as it is offered to guests includes element of
- i. Pricing
 - ii. Service
 - iii. Food Production Strategy
 - iv. Menu
- A. i ii
B. i, ii, iv
C. i, ii, iii, iv
D. ii, iii, iv
20. What are types of branding?
- i. Cobranding
 - ii. Multiple Branding
 - iii. Sub branding
 - iv. Brand Bundling
- A. i ii
B. i, ii, iv
C. i, ii, iii, iv
D. i, ii, iii

SECTION B(Total: 10 marks)**FILL IN THE BLANK QUESTIONS****INSTRUCTION: Choose the most suitable answer and fill in the blanks****Please use the OMR sheet provided.**

Fragmented Industry	Electronic Commerce	SWOT Analysis	Descriptive Research	Reliability
Electronic Commerce	Hotel Marketing	Core Benefit	Market Segmentation	Diversification Strategy
Brand Loyalty	Wants	Sweepstakes	Public Relation	Quality
Ecology	Trade Dress	Skim Pricing	Demands	Franchising

1. The generic function that a product provides for its guest. _____
2. _____ requires participants to submit their names and addresses and winners are drawn randomly.
3. The ability to perform the promised service dependably and accurately _____
4. The distinctive nature of a hospitality company's total visual image and overall appearance. _____
5. _____ is a contractual arrangement whereby one firm licenses a number of other firms to use the franchisor's name and business practices.
6. A _____ involves introducing new products and services into new market.
7. Service _____ is a perception resulting from attitudes formed by customers' long term, overall evaluations of performance.

8. Human wants backed by purchasing power. _____
9. _____ refers the relationships between human beings and other living thing and the air, soil, and water that support business.
10. _____ is a process dividing the market into different group of consumers who have common needs and wants.

SECTION C (Total: 40 marks)**SHORT ESSAY QUESTIONS****INSTRUCTION: Answer ALL questions. This section consists of 7 questions.****Please use the answer booklet provided.****Question 1**

Briefly explain **FOUR (4)** reasons why marketing plan fail. [8 marks]

Question 2

Briefly explain **FOUR(4)** elements hospitality marketing mix. [8 marks]

Question 3

Briefly explain **THREE (3)** elements in service offering. [6 marks]

Question 4

List **SIX(6)** functions of internet strategies. [6 marks]

Question 5

List **SIX(6)** factors should be taken into consideration in planning the menu. [6marks]

Question 6

List **TWO(2)** categories in hotel concept. [2 marks]

Question 7

List **FOUR (4)** factors that affect pricing decision. [4 marks]

SECTION D (Total: 30 marks)**LONG ESSAY QUESTIONS**

INSTRUCTION: Answer TWO(2) questions only. This section consists of 4 questions.

Please use the answer booklet provided.

QUESTION 1

You are the marketing manager of Tea Garden Restaurant. Describe how you would use the sales promotional tools to increase the sales of your restaurant.

[15 marks]

QUESTION 2

Miss Maria planned to for a holiday with his family in PulauTioman.She booked a family suite in Berjaya Beach Resort via online method. She already paid the online reservation deposit by credit card and printed out the reservation slip as a proof of payment. When she arrived at Berjaya Beach Resort, she was mentioned by the front office agents stated that her name was not in the record. Miss Maria was very mad and asked the agent to call his manager but he refused to do so. Then Mr.Razali, the manager of the resort went to see Miss Maria and asked her to go into the office. He apologized for the problem and promised Miss Maria that she will get her family suite in less than 30minutes.However after 1 hour MrRazali came back stated that there was no family suite available that day except tomorrow. Then he offeredMissMaria to stay in a single room for a night before moving to the family suite on the next day.

Based on the case study above, you are required to:-

- a. Define service quality gaps
- b. Identify causes of service failure

[15 marks]

QUESTION 3

You and your partner are going for a special dinner. Apply the 5 (FIVE) stages in the decision making process in selecting the restaurant of your choice.

[15 marks]

QUESTION 4

Many of the distribution channels in service industries tend to be direct in nature, eliminating the need for intermediaries'. However the hospitality and travel industries do have their share of valuable intermediaries that are responsible for volume business for hotels, airlines and cruise ships. Give detail explanations of 5 (FIVE) common types of intermediaries in hospitality industry with relevant examples

[15 marks]

END OF QUESTION PAPER

