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**KOLEJ YAYASAN PELAJARAN JOHOR  
FINAL EXAMINATION**

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**COURSE NAME : HOSPITALITY SALES AND  
MARKETING/ HOSPITALITY  
MARKETING**

**COURSE CODE : DHM 3153 / HMT 7153**

**EXAMINATION : OCTOBER 2017**

**DURATION : 3 HOURS**

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**INSTRUCTION TO CANDIDATES**

1. This examination paper consists of **THREE (3)** parts :
  - PART A (20 Marks)
  - PART B (50 Marks)
  - PART C (30 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. Answering Booklet

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

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*This examination paper consists of **10** printed pages including front page*

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**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. None of basic concept of marketing is that of human needs.
  - B. The first basic concept of marketing is that of human wants.
  - C. A human need is invented by marketers.
  - D. A demand is created by human needs.
  
2. The most formal definition of marketing is \_\_\_\_\_.
  - A. continuous process in satisfying customers' demands.
  - B. identify and meeting customers' needs and wants.
  - C. 4P (Product, Price, Place, Promotion)
  - D. segmenting and targeting market.
  
3. The characteristic which describes service as continuous and cannot be separate from the provider is \_\_\_\_\_.
  - A. heterogenous.
  - B. homogenous.
  - C. inseparable.
  - D. perishable.
  
4. What is benchmarking in service quality?
  - A. Comparing service quality among the similar industries.
  - B. Efficient manners in delivering service to satisfy needs.
  - C. Customers' attitude from long term perceptions.
  - D. Zone of tolerance.

5. What is Microenvironment?
- A. Entities that are close to the company that affect its ability to build profitable relationships.
  - B. Formal mechanism which results to the changes in environment.
  - C. It is the smaller societal forces that affect the microenvironment.
  - D. A larger societal forces which affects the macro environment.

QUESTION 6 is based on the diagram below.

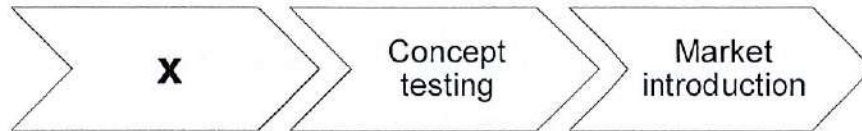
The environment which made up of institutions and other forces that affect a society's basic values, perceptions, preferences and behaviours.

**Diagram 1**

6. Which type of marketing environment is referring to the statement in **Diagram 1**?
- A. Technological environment.
  - B. Economy environment.
  - C. Political environment.
  - D. Cultural environment.
7. What type of study examines how individuals or organizations select, buy, use, dispose of goods and service to satisfy their needs and wants?
- A. Psychographic segmentation.
  - B. Consumer behaviour.
  - C. Market targeting.
  - D. Psychology.
8. Which of the following is the most important consumer buying organisation in society?
- A. Married-couple household.
  - B. Single-person household.
  - C. Senior citizens.
  - D. Family.

9. A group of customers who share a similar set of needs, wants and demands is called \_\_\_\_\_.
- A. Market segment.
  - B. Market group.
  - C. Market class.
  - D. Market slice.
10. In segmenting markets, all of the following would be an appropriate segment category if the family life cycle was the segmentation base, **EXCEPT** \_\_\_\_\_.
- A. older, married, no children under 18.
  - B. young, married.
  - C. young, single.
  - D. male, female.

QUESTION 11 is based on the diagram below.



**Diagram 2**

11. **Diagram 2** shows the flow of new product development process. **X** refers to \_\_\_\_\_.
- A. marketing strategy development.
  - B. idea generation.
  - C. test marketing.
  - D. price strategy.



12. All of the followings are the characteristics of the decline stage in Product Life Cycle (PLC), **EXCEPT** \_\_\_\_\_.
- A. some firms drop smaller market segment and marginal trade channels.
  - B. as sales and profits decline, some firms withdraw from the market.
  - C. some firms cut down their market offering.
  - D. some firms modify their market.
13. Which strategy of pricing that charges pricing depending on individual values and situations?
- A. Psychological pricing.
  - B. Exchange pricing.
  - C. Dynamic pricing.
  - D. Value pricing.
14. Which of these statements is referring to price skimming?
- A. The price is set by using buyer's perceptions of value rather than seller's costs.
  - B. The price is set at higher price due to competitive advantage.
  - C. The price is set at moderate level due to economic condition.
  - D. The price is set artificially low in order to gain market share.
15. Which of the following is an example of external secondary information that hotel chain might use for marketing research purpose?
- A. Suggestion card collect from guest.
  - B. Online industry report.
  - C. Guest registration data.
  - D. Occupancy forecast.

16. Which of the following is an example of primary hospitality market information?
- A. Financial statements provided in annual reports.
  - B. Automated guest history record that can be shared by affiliated business.
  - C. Reservation records and registration information.
  - D. Free reception for frequent travelers in which feedback is collected.
17. A current trend in the hospitality industry is to build loyal customer relationships and enhance service levels by optimizing the use of?
- A. Internet website.
  - B. Service rating advisor.
  - C. Satellite device.
  - D. Independent travel agents.
18. Which of the following is an example of a product in hospitality industry?
- A. A salesperson business card.
  - B. An inquiry about flight schedules.
  - C. A confirmation letter to a customer.
  - D. A vacation package.
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. determine what to buy.
  - C. select vendors.
  - D. research the market.

20. In the marketing hospitality industry, customers perception of value and worth are often associated with \_\_\_\_\_ .

- A. promotion.
- B. place.
- C. profit.
- D. price.

**[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**

Identify **FIVE (5)** marketing strategies upon service characteristics.

(5 marks)

**QUESTION 3**

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

(5 marks)

**QUESTION 4**

Briefly 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**

Briefly describe **THREE (3)** strategies of pricing.

(6 marks)

**QUESTION 8**

Give **TWO (2)** importances of advertising.

(2 marks)

**QUESTION 9**

Identify **FIVE (5)** benefits of email advertising.

(5 marks)

**QUESTION 10**

Define sales force objective.

(2 marks)

**[40 MARKS]**

**PART C**

This part contains of **FOUR (4)** questions.

Answer ALL questions in Answer Booklet.

**QUESTION 1**

Explain thoroughly the basic core concept of sales and marketing.

(10 marks)

**QUESTION 2**

What is 'market targeting'? Explain **THREE (3)** basic categories of target market strategies.

(10 marks)

**QUESTION 3**

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

(10 marks)

**QUESTION 4**

List and describe the major steps of effective selling in hospitality and tourism industry.

(10 marks)

**[40 MARKS]**

**END OF QUESTION PAPER**

