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**KOLEJ YAYASAN PELAJARAN JOHOR  
FINAL EXAMINATION**

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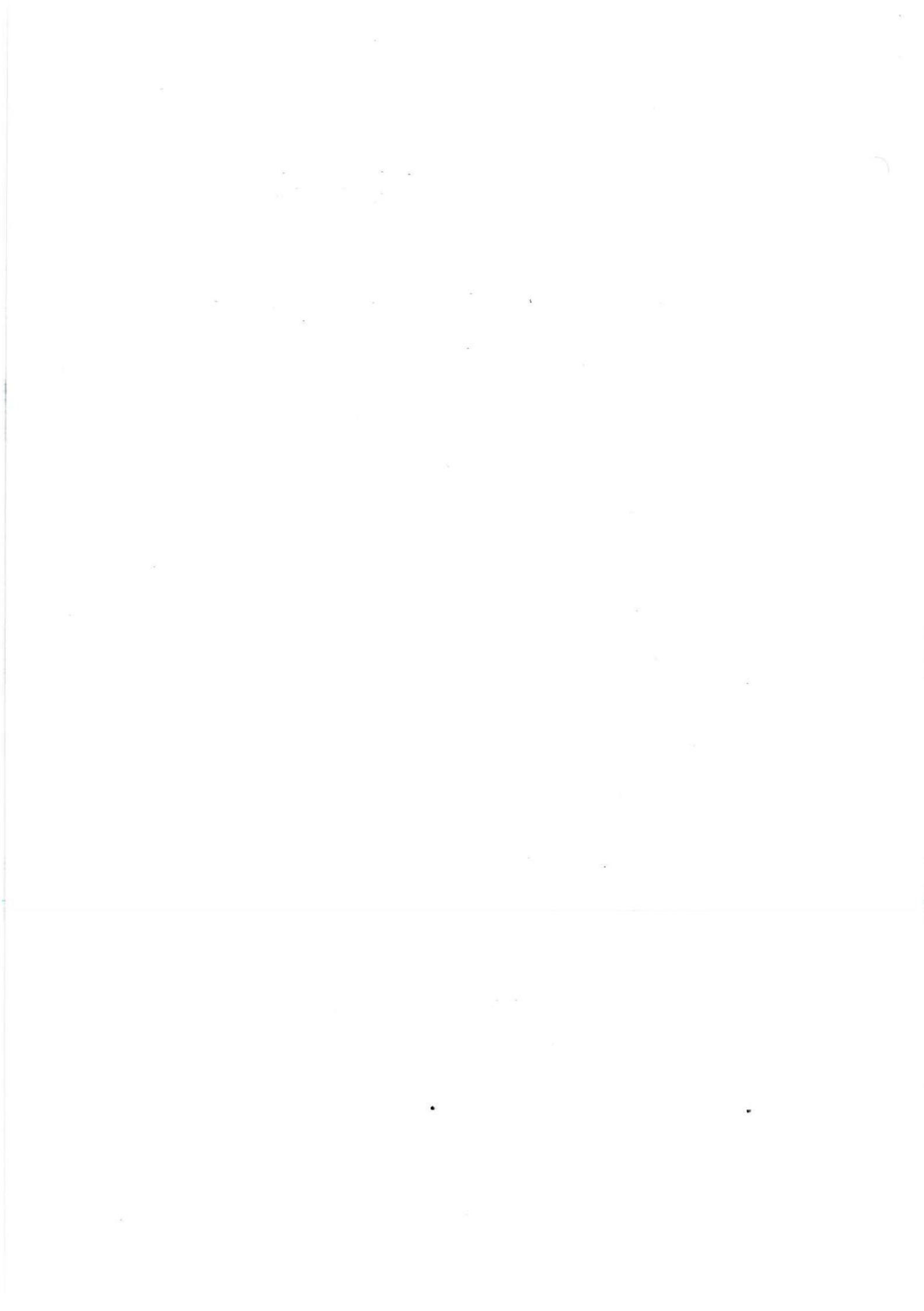
<b>COURSE</b>	<b>:</b>	<b>HOSPITALITY SALES &amp; MARKETING</b>
<b>COURSE CODE</b>	<b>:</b>	<b>DHM 3153</b>
<b>EXAMINATION</b>	<b>:</b>	<b>20 OCTOBER 2015</b>
<b>TIME</b>	<b>:</b>	<b>2.00 PM – 5.00 PM (3 HOURS)</b>

**INSTRUCTION TO CANDIDATES**

1. This examination paper consist of **FOUR (4) PARTS**:  
PART A (20 Marks)  
PART B (30 Marks)  
PART C (30 Marks)  
PART D (20 Marks)
2. Answer ALL questions from all parts.
3. Candidates are not allowed to bring any material to examination room EXCEPT with the permission of invigilator
4. Please make sure that all material is available during this examination session:
  - i. Question paper
  - ii. Answering form
  - iii. Answering paper

**DO NOT OPEN THIS QUESTION PAPER UNTIL HAVE BEEN TOLD TO DO SO**

*THIS QUESTION PAPER CONSISTS OF 10 PRINTED PAGES INCLUDING FRONT PAGE*



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

1. The company must first decide who it will serve. This term is referred to \_\_\_\_\_
  - a. Choosing a value proposition
  - b. Production concept
  - c. Selecting customers to serve
  - d. Product concept
  
2. The idea that consumers will favor products that are available and highly affordable and that the organization should therefore focus on improving production and distribution efficiency
  - a. Selling concept
  - b. Marketing concept
  - c. Production concept
  - d. Selecting customers to serve
  
3. The idea that consumers will favor products that offer the most quality, performance, and features and that the organization should therefore devote its energy to making continuous product improvements. This is totally referred to \_\_\_\_\_
  - a. Selling concept
  - b. Production concept
  - c. Product concept
  - d. Marketing concept
  
4. All of below includes in microenvironment **EXCEPT**:
  - a. Company
  - b. Suppliers
  - c. Political
  - d. Publics

5. All of below include in macroenvironment **EXCEPT**:
- Demographic
  - Economic
  - Competitors
  - Technological
6. Microenvironment can be defined as:
- Actors close to the company that not effects its ability to serve
  - Actors close to the company that effects its ability to serve
  - Actors far to the company that not effects its ability to serve
  - Actors far to the company that effects its ability to serve
7. What is macroenvironment?
- It is the smaller societal forces that affect the microenvironment
  - It is the larger societal forces that affect the microenvironment
  - It is equal to the societal forces that improve the microenvironment
  - It is better that societal forces that not improve the microenvironment
8. It designing the marketing plans, marketing management takes other company into account. The previous statement referred to \_\_\_\_\_
- Suppliers
  - Company
  - Marketing intermediaries
  - Publics
9. It forms an important link in the company's overall customer value delivery system. This is known as \_\_\_\_\_
- Company
  - Suppliers
  - Competitors
  - Publics

10. Firms that help the company to promote sell and distribute its goods to final buyers.

It is referred to:

- a. Company
- b. Marketing intermediaries
- c. Competitors
- d. Suppliers

11. The study of human populations in terms of size, density, location, age, gender etc. This is actually \_\_\_\_\_

- a. Demographic
- b. Economic
- c. Natural
- d. Technological

12. Baby boomers is people that \_\_\_\_\_

- a. Born during World War II and lasting until 1964
- b. People born before World War I until World War II
- c. Born during 1964 until 1976
- d. Born 100 years ago

13. Generation X can be defined as people:

- a. Born between 1965 and 1976
- b. Born after 1976 and 1988
- c. Born before 1965
- d. Born after 2000

14. Millennial is born between \_\_\_\_\_ and \_\_\_\_\_

- a. 1977, 2000
- b. 1965, 2001
- c. 1957, 2010
- d. 1975, 2001

15. Individuals and households that buy goods and services for personal consumption.
- Consumer buyer behavior
  - Consumer supplier behavior
  - Consumer marketing behavior
  - Consumer production behavior
16. The set of basic values, perceptions, wants and behaviors learned by a member of society from family and other important institutions. This term is exactly referred to:
- Subculture
  - Culture
  - Mini-culture
  - Major-culture
17. Relatively permanent and ordered divisions in a society whose members share similar values, interests and behavior. This is a \_\_\_\_\_
- Group class
  - Social class
  - Segment class
  - Division class
18. Person within a reference group who because of special skills, knowledge, personality or other characteristics, exert social influence on others. This term is referring
- Explanation leader
  - Opinion leader
  - Idea leader
  - Term leader
19. Buyer decision process involve:
- Need recognition, information search and research
  - Need recognition, information search and purchase decision
  - Need recognition, information search and checklist
  - Need recognition, information search and money



20. Need recognition can be defined as:

- a. Buyer understand the function of costing
- b. Buyer recognizes a problems or need.
- c. Buyers identify the amount of money before buy.
- d. Buyers indentify the price of the item that want to buy.

**PART B (Total : 30 marks)****TRUE (T) AND (F) QUESTION****INSTRUCTION: Answer ALL questions.****Please use the OMR sheet provided.**

1. Marketing is the process by which companies create value for customers and build strong customer relationships.
2. Market is the set of all actual and potential buyers of a product or services.
3. Microenvironment can be defined as larger societal forces that affect the environment.
4. Macroenvironment is actor close to the company that affect its ability to serve its customer.
5. Suppliers form an important link in the company's overall customer value delivery system.
6. Marketing intermediaries help the company to promote, sell and distribute its product to final buyers.
7. Demographic environment is study about factors that affect consumer buying power and spending patterns.
8. Economic environment is study about the human populations in term of size, density and etc.
9. Consumer buyer behavior refers to the buying behavioral of final consumers – individuals and households that buy goods and services for personal consumers.
10. Consumer market refers to all individual and households that buy or acquire goods and services for personal consumption.
11. Subculture refers to set of basic values, perceptions, wants and behaviors.
12. Culture refers to a group of people with shared value systems based on common life experiences and situations.
13. Segmentation involves dividing a market into smaller segments of buyers with distinct needs, charectaristics, or behaviors that might require separate marketing strategies or mixes.
14. Market targeting consist of evaluating each segment's attractiveness and selecting one or more market segments to enter.
15. Differentiation consists of arranging for a market offering to occupy a clear, distinctive and desirable place relative to competing products in the minds of target consumers.



16. Positioning involves actually differentiating the firm's market offering to create superior customer value.
17. Product can be defined as anything that can be offered to a market for attention, acquisition use or consumption that might satisfy a want or need.
18. Services are a form of product that consists of activities, benefits, or satisfactions offered for sale are essentially intangible and do not result in the ownership of anything.
19. Convenience products are less frequently purchased consumer products and services that customers compare carefully on suitability, quality, price and style.
20. Shopping products are consumer products and services that customers usually buy frequently immediately and with a minimum of comparison and buying effort.
21. Specialty products are consumer products and services with unique characteristics or brand identification for which a significant group of buyers is willing to make a special purchase effort.
22. Unsought products are consumer products that the consumer either does not know about or knows about but does not normally think of buying.
23. New-product development is involving product life-cycle stage in which the new product is first distributed and made available for purchase.
24. Introduction stage is about the development of original products, product improvements, product modifications and new brands through the firm's own product – development efforts.
25. Price is the amount of money charged for a product or service.
26. Customer value – based pricing uses buyers' perceptions of value, not the seller's cost, as the key to pricing.
27. Good – value pricing attaching value – added features and services to differentiate a company's offers and charging higher prices.
28. Value – added pricing is offering just the right combination of quality and good service at a fair price.
29. Discount is a straight reduction in price on purchases during a stated period of time or of larger quantities.
30. Reference prices are prices that buyers carry in their minds and refer to when they look at a given product.

**PART C (Total : 30 marks)****INSTRUCTION: Answer ALL questions given.****Please use the answer booklet provided.****QUESTION 1**

a. What is push strategy? (2 marks)

b. State down **THREE (3)** example of demographic segmentation (3 marks)

**QUESTION 2**

a. State down **FIVE (5)** steps of buyer decision process (5 marks)

**QUESTION 3**

a. Identify factors influencing consumer behavior (5 marks)

**QUESTION 4**

a. Define personal selling (2 marks)

b. Give **THREE (3)** example of service (3 marks)

**QUESTION 5**

a. What is consumer product? (2 marks)

b. Identify **THREE (3)** example of industrial products (3 marks)

**QUESTION 6**

Identify the individual product decisions (5 marks)

**PART D (Total : 20 marks)**

**INSTRUCTION: Answer ALL questions given.**

**Please use the answer booklet provided.**

**QUESTION 1**

Explain in detail the **Buyer Decision Process**

(10 marks)

**QUESTION 2**

Explain in detail **Types of Consumer Product**

(10 marks)

**END OF QUESTION PAPER**

