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FINAL EXAMINATION**

COURSE NAME : HOSPITALITY SALES & MARKETING
COURSE CODE : DHM 3153
EXAMINATION : OCTOBER 2019
DURATION : 3 HOURS

INSTRUCTION TO CANDIDATES

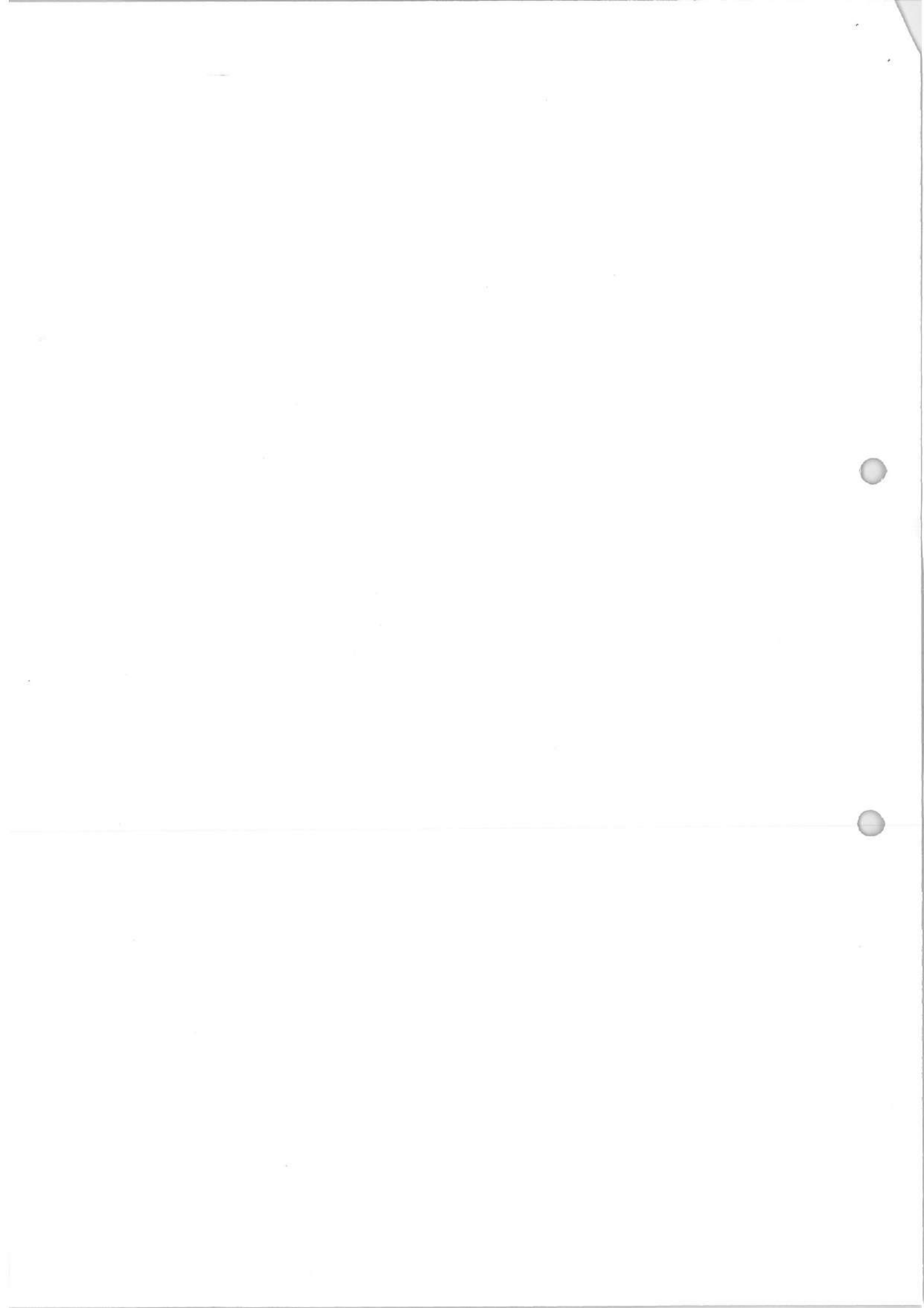
1. This examination paper consists of **THREE(3)** parts:
 - PART A (30 Marks)
 - PART B (50 Marks)
 - PART C (20 Marks)

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 consists of:
 - i. Question Paper
 - ii. Objective Answer Paper
 - iii. Answer Booklet

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



PART A

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

Answer ALL in Objective Answer Paper.

1. The company must first decide who it will serve. This term is refers to _____
 - A product concept.
 - B production concept.
 - C selecting customer to serve.
 - D choosing a value proposition.

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. The statement is refers to _____.
 - 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 refers to _____
 - A selling concept.
 - B product concept.
 - C marketing concept.
 - D segmenting concept.

4. Below are the elements of microenvironment **except**:
 - A Public.
 - B Suppliers.
 - C Company.
 - D Technology.

5. Below are the elements of macroenvironment **except**:
- A Politics.
 - B Economic.
 - C Competitors.
 - D Technological.
6. Microenvironment can be defined as _____
- A an act close to the company that affects its ability to serve.
 - B an act faraway to the company that affects its ability to serve.
 - C an act close to the company that not affects its ability to serve.
 - D an act faraway to the company that not affects its ability to serve.
7. What is macroenvironment?
- A It is the larger societal forces that affect the microenvironment.
 - B It is the smaller societal forces that affect the microenvironment.
 - C It is equal to the societal forces that improve the microenvironment.
 - D It is better that societal forces that not improve the microenvironment.
8. It desigs the marketing plans, marketing management takes other company into account. The previous statement refers to _____.
- A company
 - B suppliers
 - C competitors
 - D intermediaries
9. Firms that help the company to promote, sell and distribute its goods to final buyers. This refers to _____.
- A company
 - B suppliers
 - C competitors
 - D intermediaries

10. The study of human populations in terms of size, density, location, age and gender is referring to _____ variable.
- A natural
 - B economic
 - C demographic
 - D technological
11. Individuals and households that buy goods and services for personal consumption is referring to _____.
- A consumer buyer behavior
 - B consumer supplier behavior
 - C consumer marketing behavior
 - D consumer production behavior
12. The set of basic values, perceptions, wants and behaviors learned by a member of society from family and other important institutions. This term is referring to _____.
- A culture.
 - B subculture.
 - C mini-culture.
 - D major-culture.
13. Relatively permanent and ordered divisions in a society whose members share similar values, interests and behavior. This is a _____.
- A group class
 - B social class
 - C division class
 - D segment class
14. Buyer decision process involves _____.
- A Need recognition, information search and money
 - B need recognition, information search and research
 - C need recognition, information search and checklist
 - D need recognition, information search and purchase decision

15. Need recognition can be defined as _____
- A buyer understand the function of cost.
 - B buyer recognizes a problems or need.
 - C buyers identify the amount of money before buy.
 - D buyers identify the price of the item that want to buy.
16. Markets can be defined as _____
- A the set of future marketing.
 - B the set of future need and want to be fulfilled.
 - C the set of actual and potential buyers of a product and services.
 - D the set of actual need, want and demand in order to achieve better lives.
17. The marketing process begins with a determination of _____.
- A market
 - B resource
 - C products and services
 - D needs, wants, and demands
18. Which of the following is the process to determine service quality?
- A Marketing.
 - B Sustainability.
 - C Heterogeneity.
 - D Benchmarking.
19. Which of the following best describes the environment that contains the larger social forces that affect the company level of environment; demographic, economic, natural, technological, political and cultural forces?
- A Microenvironment.
 - B Macroenvironment.
 - C Global environment.
 - D Networked environment.

20. The art and science of choosing target markets and building profitable relationships with them. This is called as _____
- A market planning.
 - B market operation.
 - C market segmentation.
 - D marketing operational.
21. The following is **not** the principle reason for segmentation _____
- A When do we promote them?
 - B Where will they buy our product?
 - C Which segments should we pursue?
 - D What are they looking for in our types of product or service?
22. Which of the following are logical stages of consumer decision making process?
- A Input > process > output
 - B Trial > purchase > post-purchase evaluation
 - C External influences > consumer decision making > post- behavior
 - D Need recognition > pre-purchase searching > evaluation of alternatives
23. At which stage of the new product development process will the organization assess the target market and all aspects of the marketing mix to be implemented?
- A Test marketing.
 - B Idea generation
 - C Product screening.
 - D Marketing strategy development.
24. Price is the only element in the marketing mix that produces _____.
- A cost
 - B liability
 - C revenue
 - D expenses

25. The followings are the pricing strategies, **except** _____.
- A neutral
 - B medium
 - C skimming
 - D penetration
26. The followings are example of pull tactics, **EXCEPT** _____.
- A point-of-sale display
 - B mass media promotion
 - C word-of-mouth referrals
 - D sales promotions and discounts
27. Online marketing, which of the following is less likely to occur than in a traditional market?
- A Brand switching.
 - B True brand loyalty.
 - C Purchase of goods.
 - D Price as choice criteria.
28. Publicity is generated from word of mouth recommendations on the Internet or email. This is referring to _____.
- A spam mail
 - B e- marketing
 - C viral marketing
 - D review marketing
29. The followings are the nature of the hospitality sales, **except** _____.
- A buying
 - B selling
 - C targeting
 - D prospecting

30. Which of the following is referring to the objective of the sale force?
- A Locating and cultivating new customers.
 - B Conduct market research and intelligent work.
 - C Providing information regarding company's product and services.
 - D Assist sales force members to plan and execute their sales program.

[30 MARKS]

PART B

This part contains of **ELEVEN(11)** questions.

Answer ALL questions in Answer Booklet.

QUESTION 1

Give **four (4)** elements in marketing mix.

(4 marks)

QUESTION 2

Define the followings:

- a) Service
- b) Intangibility
- c) Inseparability
- d) Perishability
- e) Variability

(5 marks)

QUESTION 3

List **five (5)** forces in the company's external marketing environment.

(5 marks)

QUESTION 4

Name **five (5)** psychological factors that influence buying behavior.

(5 marks)

QUESTION 5

Give example for each of the followings:

- a) Personal
- b) Economic
- c) Social Class
- d) Culture

(4 marks)

QUESTION 6

List in respective order **five (5)** steps in new product development process.

(5 marks)

QUESTION 7

Give **five (5)** advantages of personal selling.

(5 marks)

QUESTION 8

List **five (5)** social media websites that can be used in social media marketing.

(5 marks)

QUESTION 9

Identify **five (5)** tasks involved in personal selling.

(5 marks)

QUESTION 10

Determine **five (5)** steps in new product development process.

(5 marks)

QUESTION 11

State **two (2)** channels of relationship marketing.

(2 marks)

[50 MARKS]

PART C

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

Answer ALL questions in the Answer Booklet.

QUESTION 1

Service has been defined to include all economic activities whose output is not a physical product or construction, is generally consumed at the time it is produced, and provides added value in forms that are essentially intangible concern of its first purchaser.

What is service quality?

(2 marks)

Identify **four (4)** characteristics of service in detail.

(8 marks)

QUESTION 2

The product life cycle theory describes how a product progress from its infancy as a new product in development through a growth phase to a maturity phase and then eventually into decline.

What is product life cycle and briefly explain **four (4)** stages in product life cycle.

(10 marks)

[20 MARKS]

END OF QUESTION PAPER