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FINAL EXAMINATION**

COURSE NAME : HOSPITALITY SALES & MARKETING
COURSE CODE : DHM 3153
EXAMINATION : OKTOBER 2018
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. Question Paper
 - ii. Objective Answer Paper
 - iii. Answer 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 of **THIRTY (30)** questions.

Answer ALL in Objective Answer Paper.

1. Which of the following statements is true regarding marketing?
 - A. A demand is created by human needs.
 - B. A human need is invented by marketers.
 - C. The first basic concept of marketing is that of human wants.
 - D. None of basic concept of marketing is that of human needs.

2. The most formal definition of marketing is _____.
 - A. segmenting and targeting market
 - B. 4P (Product, Price, Place, Promotion)
 - C. identify and meeting customers' needs and wants
 - D. continuous process in satisfying customers' demands

3. The characteristic which describes service as continuous and cannot be separate from the provider is _____.
 - A. perishable
 - B. inseparable
 - C. homogenous
 - D. heterogenous

4. What is benchmarking in service quality?
 - A. Zone of tolerance.
 - B. Customers' attitude from long term perceptions.
 - C. Efficient manners in delivering service to satisfy needs.
 - D. Comparing service quality among the similar industries.

5. _____ involves the process of defining the marketing mix variables so that target customers have a clear, distinctive understanding of what a product does or represents in comparison with competing products.
- A. Targeting
 - B. Positioning
 - C. Market segmentation
 - D. A customer excellence strategy
6. When selecting a target market, firms should attempt to?
- A. Develop a strong communication plan.
 - B. Seek out opportunities to customize products.
 - C. Decide between demographic and geographic segmentation methods.
 - D. Match the firm's competencies with a market segment's attractiveness.
7. If an organization is able to achieve the desired success in the growth stage, it will eventually move to _____.
- A. growth stage
 - B. decline stage
 - C. maturity stage
 - D. introduction stage
8. Market research begins with _____.
- A. presenting results
 - B. designing the research project
 - C. creating the data collection process
 - D. defining the objectives and research needs

9. Three basic categories of target marketing strategies are undifferentiated, differentiated, and _____ targeting strategies.
- A. global
 - B. economic
 - C. concentrated
 - D. benefit-based
10. When marketers state that services are _____, they are referring to the fact that services are not always of the same quality from one time period to another or from one service provider to another.
- A. variable
 - B. intangible
 - C. perishable
 - D. inseparability
11. Personal selling can take place in all of the following situations, EXCEPT
- A. by telephone
 - B. face-to-face
 - C. through the newspaper
 - D. video conferencing
12. When marketers say that services are _____, they are referring to the fact that services cannot be touched, tasted, or seen, like a pure product can.
- A. variable
 - B. intangible
 - C. inseparable
 - D. replenishable

13. Sales representatives are often compensated, at least in part, on a percentage of the sales revenue. This percentage is known as a _____.

- A. bonus
- B. finder's fee
- C. base salary
- D. commission

14. By providing good customer service, firms _____ their products or services.

- A. add value to
- B. increase the perishability of
- C. reduce the zone of tolerance for
- D. eliminate the communication gap for

15. Which of the following is an example of external secondary information that hotel chain might use for marketing research purpose?

- A. Occupancy forecast.
- B. Online industry data.
- C. Guest registration report.
- D. Suggestion card collect from guest.

16. Which of the following is an example of primary hospitality market information?

- A. Financial statements provided in annual reports.
- B. Reservation records and registration information.
- C. Free reception for frequent travelers in which feedback is collected.
- D. Automated guest history record that can be shared by affiliated business.

17. A current trend in the hospitality industry is to build loyal customer relationships and enhance service levels by optimizing the use of?

- A. Satelite device.
- B. Internet website.
- C. Service rating advisor.
- D. Independent travel agents.

18. Which of the following is an example of a product in hospitality industry?

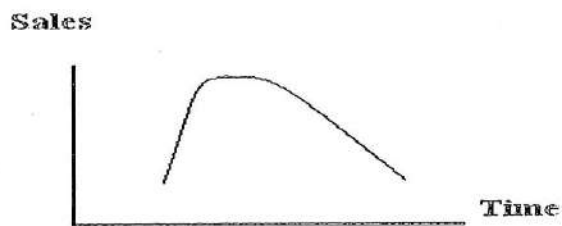
- A. A vacation package.
- B. A salesperson business card.
- C. An inquiry about flight schedules.
- D. A confirmation letter to a customer.

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. select vendors
- C. research the market
- D. determine what to buy

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

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



21. The life cycle above is most likely a _____.
- A. fashion product
 - B. low learning product
 - C. high learning product
 - D. rotating pattern product
22. Among consumer goods, advertising and wide distribution are especially important for ?
- A. durable goods.
 - B. production goods.
 - C. non durable goods.
 - D. semidurable goods.
23. Which are the statements below is referring to Public Relation?
- A. Electronic Media.
 - B. Product Screening.
 - C. It could be considered to be a reminder advertisement.
 - D. Managing and spread the information between an individual and organization.

24. If your goal is to encourage new product trial among risk-averse consumers, your best bet from sales promotion alternatives is _____.

- A. samples
- B. contests or sweepstakes
- C. Continuity programs
- D. point of purchase displays

25. For non-durable goods, _____ is essential, whereas for durable goods, _____ is more critical.

- A. TV advertising; radio advertising.
- B. Sales promotion; reminder advertising.
- C. Newspaper advertising; TV advertising.
- D. Consumer advertising and personal selling.

26. Johnson's Baby Oil is advertised as a skin softener for babies and as a makeup remover for women. This is an example of:

- A. Finding new users.
- B. Modifying the product.
- B. Creating new use situations.
- C. Increasing use by existing customers.

27. Which of the reasons below is most likely the reason for this product failure?

- A. Too little market attractiveness.
- B. Poor product quality on critical factor.
- C. Poor execution of the marketing mix.
- D. Incomplete market and product definition.

28. What is relationship marketing?

- A. Selling product directly to public.
- B. Shorter term goals like customer acquisition and individual sales.
- C. Focuses on customer loyalty and long term customer engagement.
- D. Application of a marketing principles and technique via electronic media.

29. Below are channels for relationship marketing, EXCEPT?

- A. Internet
- B. Surveys
- C. Loyalty program
- D. Customer service

30. What is up sell strategies?

- A. Profitable customer.
- B. Most powerful advertising methods.
- C. Seeking out and engaging customer prospect.
- D. Suggesting other item to compliment what a customer has already ordered.

[30 MARKS]

PART B

This part contains of **TWELVE (12)** questions.

Answer **ALL** questions in Answer Booklet.

QUESTION 1

List **TWO (2)** types of seller in hospitality industry.

(2 marks)

QUESTION 2

What is Service? Identify **FOUR (4)** service characteristics.

(5 marks)

QUESTION 3

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

(5 marks)

QUESTION 4

Explain **THREE (3)** microenvironment of a business firm.

(6 marks)

QUESTION 5

Explain **THREE (3)** factors that influence consumer buying behaviour.

(6 marks)

QUESTION 6

Define the term 'market targeting'.

(2 marks)

QUESTION 7

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

(6 marks)

QUESTION 8

What is price? Describe **TWO (2)** pricing approaches.

(6 marks)

QUESTION 9

State **THREE (3)** pricing strategies

(3 marks)

QUESTION 10

What is sales force objective?

(2 marks)

QUESTION 11

Identify **FIVE (5)** sales promotion methods.

(5 marks)

QUESTION 12

State **TWO (2)** advantages of personal selling for small business.

(2 marks)

[50 MARKS]

PART C

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

Answer ALL questions in Answer Booklet.

QUESTION 1

What is marketing mix?

Explain thoroughly the element of marketing mix.

(10 marks)

QUESTION 2

What is 'market segmentation'?

Explain **FOUR (4)** segmentation variables.

(10 marks)

[20 MARKS]

END OF QUESTION PAPER

