



**KOLEJ YAYASAN PELAJARAN JOHOR
ONLINE FINAL EXAMINATION**

COURSE NAME : HOSPITALITY SALES & MARKETING
COURSE CODE : DHM 3153
EXAMINATION : NOVEMBER 2020
DURATION : 6 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. Please refer to the detailed instructions in this question paper.
3. Students are allowed to refer to resources such as lecture notes, books, internet or any other relevant resources.
4. Answer ALL questions in the answer sheet which is A4 size paper (or other paper with the consent of the relevant lecturer).
5. Write your details as follows in the upper left corner for each answer sheet:
 - i. Student Full Name
 - ii. Identification Card (I/C)No.
 - iii. Class Section
 - iv. Course Code
 - v. Course Name
 - vi. Lecturer Name
6. Each answer sheet must have a page number written at the bottom right corner.
7. Answers should be handwritten, neat and clear.

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

*This examination paper consists of **12** printed pages including front page*

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PART A

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

Answer ALL in the Answer Sheet.

1. The most formal definition of marketing is _____
 - A meeting need profitability.
 - B the 4Ps (Product,Price,Place,Promotion).
 - C identifying and meeting human and social needs.
 - D process of creating, communicating and delivering value to customer.

2. Marketing management is _____
 - A selecting target markets .
 - B managing the marketing process.
 - C developing marketing strategies to move company forward.
 - D choosing target market and getting, keeping, and growing customer through creating, delivering, and communicating customer value.

3. A transaction involves _____
 - A at least two parties.
 - B each party being capable of communication and delivery.
 - C each party being free to accept or reject the exchange offer.
 - D all of the above.

4. Which of the following is **NOT** a service in the hospitality industry?
 - A Hotels.
 - B Flights.
 - C Restaurants.
 - D Grocery Stores.

5. The four Ps are characterized as _____
 - A product, price, promotion and place.
 - B product, production, price and place.
 - C product, positioning, place and price.
 - D promotion, place, positioning and price.

6. Customer excellence, which can be developed through a strong brand, unique merchandise or superior customer service will result in _____
- A supplier.
 - B company.
 - C competitor.
 - D customer loyalty.
7. Firms which distribute the firm's goods are called _____
- A shops.
 - B suppliers.
 - C consumer.
 - D intermediaries.
8. The study of population factors is called _____
- A sociology.
 - B economy.
 - C anthropology.
 - D demography.
9. Employees of the firm are considered to be _____
- A the internal publics.
 - B part of planning process.
 - C part of the macroenvironment.
 - D part of the socio-economic environment.
10. What is consumer behaviour?
- A The way consumers behave in the marketplace.
 - B The process of searching for the best product to satisfy a need.
 - C The types of behavior consumers go through to make a purchase and it consists of six steps.
 - D The process consumers go through when they make a purchase and the factors that influence their decision.



Diagram 1

11. Diagram shows a dilemma of product tagline for a company.
Which strategy of marketing best describes **Diagram 1**?
- A Market mix.
 - B Market targeting.
 - C Market positioning.
 - D Marketing strategy.
12. Which of the following factor determines how much influence a reference group has on a consumer buying decision?
- A The visibility of the product to others.
 - B The amount of information the consumer has.
 - C The amount of brand recall the customer has.
 - D The amount of peer pressure the consumer feels.
13. Grouping customers with similar needs is called _____
- A selling.
 - B targeting.
 - C marketing.
 - D segmentation.
14. Geographic segmentation is about _____
- A dividing markets based on location.
 - B dividing consumer groups based on lifestyles.
 - C dividing consumer groups based on social status.
 - D understanding the benefit the product has to offer.

15. Demography is a _____
- A study of consumer.
 - B study of the population.
 - C study of human behavior.
 - D study of geographic areas.
16. What is product?
- A Tangible and intangible items.
 - B Anything that can be offered to a market for attention.
 - C Written or oral description and a visual representation.
 - D Consist of activity, benefit, or satisfaction offered for sale.
17. When 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.

18.



PRODUCT LAUNCHING

Which process of new product development best describes the statement above?

- A Idea generation
- B Concept testing
- C Product screening
- D Market introduction

19. Pricing which is based on how much it costs to produce a product is called _____
- A demand pricing.
 - B cost based pricing.
 - C value based pricing.
 - D psychological pricing.
20. Setting a high price which gradually reduces as competitors enter the market is called _____
- A skimming price.
 - B customary pricing.
 - C penetration pricing.
 - D competitive pricing.
21. Selling a product at one price in one market and a lower price in another is called _____
- A skimming price.
 - B customary pricing.
 - C penetration pricing.
 - D competitive pricing.
22. Tya, a chef in Hyatt Hotel has sent out press releases to the major local media and invited food critics to dine in the hotel restaurant. Tya is engaging in _____
- A advertising.
 - B public relation.
 - C personal selling.
 - D sales promotion.

23. Sales promotions are primarily used to increase sales levels for _____

- A long term.
- B high term
- C short term.
- D medium term.

24. Which of the following is not a reason to use sales promotion?

- A To assist integration.
- B To reward behavior.
- C To reach new customer.
- D To develop brand image.



Diagram 2

25. Which of the following determines **Diagram 2**?

- A Free marketing
- B Direct marketing.
- C Electronic marketing.
- D Relationship marketing.

26. Below are all examples of _____

- | | |
|------|------------------|
| i. | Customer service |
| ii. | Loyalty programs |
| iii. | Surveys |

- A Free marketing.
- B Direct marketing.
- C Electronic marketing.
- D Relationship marketing.

27. What is direct marketing?

- A It is limited to ads placed in books and magazines.
- B It is a way to tell many people about products or services.
- C It involves selling a product directly to one person at a time.
- D It is limited to one product directed to a very specific group of people.

28. Up-sell strategies objective is to _____

- A product screening.
- B be considered as a reminder advertisement.
- C increase the average of total amount of any transaction.
- D manage and spread the information between an individual and organization.

29. Ongoing loyalty program is for _____

- A old customer.
- B new customer.
- C potential customer.
- D repeated customer.

30. What is CRM?

- A Customer report management.
- B Customer repeat management.
- C Customer responsibility managing.
- D Customer relationship management.

[30 MARKS]

PART B

This part contains **TEN(10)** questions.

Answer ALL questions in the Answer Sheet.

QUESTION 1

Interpret the following marketing elements:

- i. Marketing
- ii. Selling
- iii. Buyer
- iv. Seller
- v. Market

(5 marks)

QUESTION 2

Service in the hospitality industry is the level of assistance provided by a hotel staff to facilitate the purchase by the customer.

Discover **five(5)** service employees in hotel industry.

(5 marks)

QUESTION 3

There is a difference between product and service.

Illustrate **five(5)** differences between product and service.

(5 marks)

QUESTION 4

Buying Behavior is the decision processes and acts of people involved in buying and using products. Show **two(2)** psychological factors that affect purchasing behavior.

(5 marks)

QUESTION 5

Market segmentation is the process of dividing a market of potential customers into groups, or segments, based on different characteristics.

Classify **five(5)** principles for segmentation.

(5 marks)

QUESTION 6

New product development is the process of bringing an original product idea to market. Sketch **five(5)** stages of product development process.

(5marks)

QUESTION 7

What is price?

Prepare **four(4)** cases that initiate price changes.

(5 marks)

QUESTION 8

Advertising is a marketing communication that employs an openly sponsored, non-personal message to promote or sell a product, service or idea.

Discover **two(2)** mediums of advertising media.

(5 marks)

QUESTION 9

Email marketing is the act of sending a commercial message, typically to a group of people, using email. Discover the benefits of email marketing.

(5 marks)

QUESTION 10

Personal selling is also known as face-to-face selling in which one person who is the salesman tries to convince the customer in buying a product.

Predict **two(2)** tasks of sales representatives when they are performing personal selling.

(5 marks)

[50 MARKS]

PART C

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

Answer ALL questions in the Answer Sheet.

QUESTION 1

Personal selling is when a company uses people to sell their products which differs from a company putting their products in a store to be sold to the public. In this situation, the sales people are commission-based and may even earn rewards for selling a certain amount of the product. While this entices the sales people to sell for the company, it can also come with legal and ethical issues.

Determine **five(5)** ethical and legal issues in personal selling.

(10 marks)

QUESTION 2

E-marketing refers to those strategies and techniques which utilizes online ways to reach target customers. There are millions of Internet users that access different websites on daily basis by using a variety of tools like computers, laptops, tablet and smart or android phone devices, and the number of internet users are increasing very rapidly.

Classify **five(5)** advantages and disadvantages of using E-marketing.

(10 marks)

[20 MARKS]

END OF QUESTION PAPER