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FINAL EXAMINATION**

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**COURSE NAME** : HOSPITALITY MARKETING  
**COURSE CODE** : DHM2143  
**EXAMINATION** : JAN 2024  
**DURATION** : 3 HOURS

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**INSTRUCTION TO CANDIDATES**

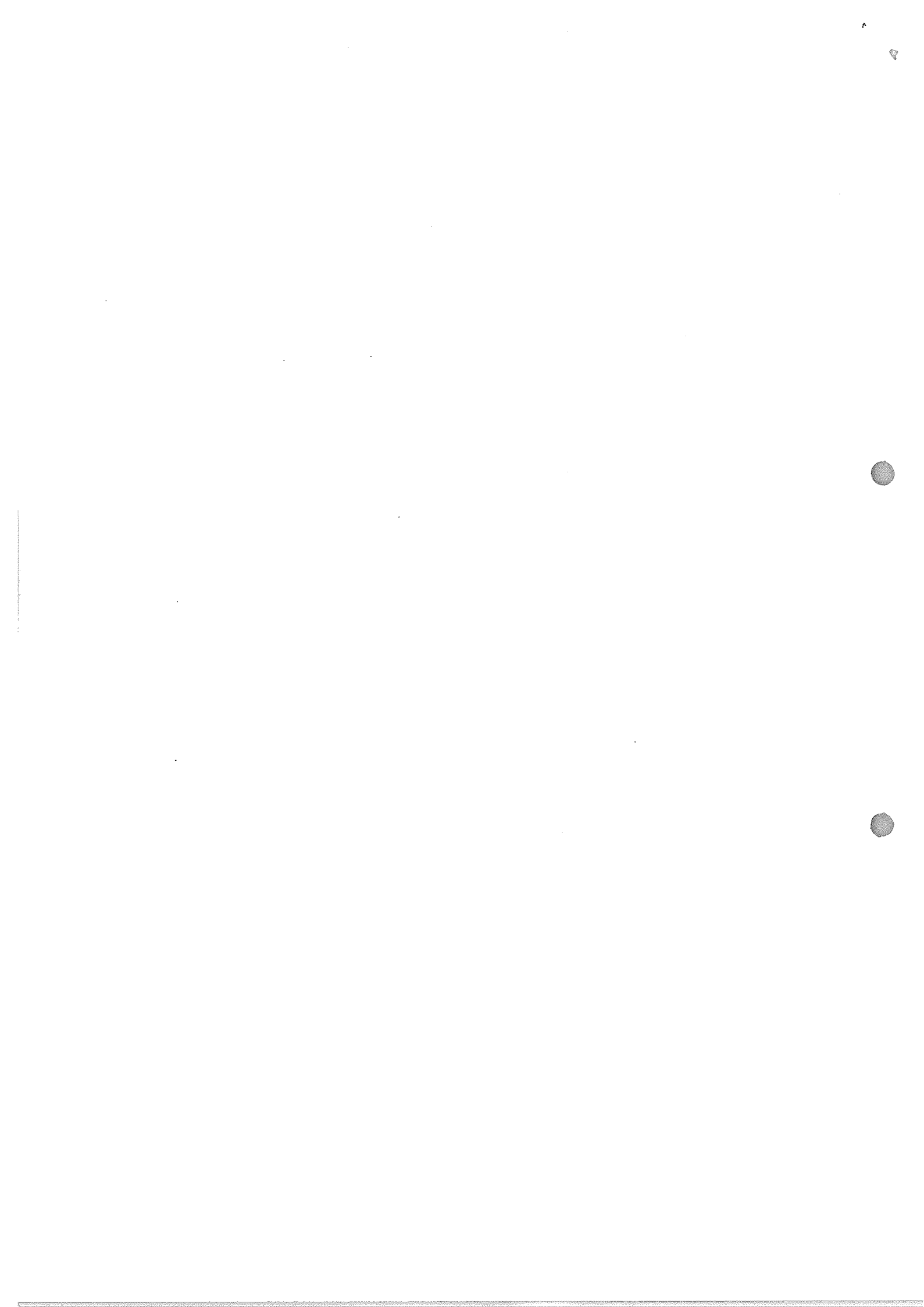
1. This question paper consists of **THREE (3)** parts:  
PART A (20 Marks)  
PART B (60 Marks)  
PART C (20 Marks)
2. Candidates are not allowed to bring any material to examination room except with the permission from the invigilator.
3. Please check to make sure that this examination pack consist of:
  - i. The Question Paper
  - ii. An Objective Answer Paper
  - iii. An 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*



## PART A

This part consists of **THIRTY (30)** questions.

Answer ALL in Objective Answer Paper.

1. In marketing, what is the purpose of segmentation?
  - A To eliminate competitors in the market.
  - B To divide the company into different departments.
  - C To separate customers based on their geographical location.
  - D To group customers with similar characteristics and needs.
  
2. What does the "4Ps" in marketing stand for?
  - A Price, Prudent, Promotion, Place.
  - B Product, Price, Promotion, Place.
  - C Planning, People, Profit, Performance.
  - D Efficient, Effective, Profitable, Prudent.
  
3. What is a unique characteristic of services in the hospitality and tourism industry compared to tangible products?
  - A Services are less perishable.
  - B Services are more easily standardized.
  - C Services have longer production lead times.
  - D Services are intangible and cannot be touched.
  
4. What is the term for the variability or differences in the quality-of-service encounters, even within the same service provider?
  - A Intangibility.
  - B Perishability.
  - C Inseparability.
  - D Heterogeneity.

5. In the microenvironment, what group represents the end consumers or users of a company's products or services?
- A Suppliers.
  - B Customers.
  - C Economic conditions.
  - D Immediate competitors.
6. What macroenvironmental factor involves changes in population size, age, and income distribution?
- A Competitive force.
  - B Demographic shifts.
  - C Immediate competitors.
  - D Technological innovations.
7. In the buyer decision process, what stage follows the evaluation of alternatives?
- A Information search.
  - B Purchase decision.
  - C Problem recognition.
  - D Post-purchase evaluation.
8. What is the final stage of the buyer decision process?
- A Purchase decision.
  - B Information search.
  - C Problem recognition.
  - D Post-purchase evaluation.

9. What is the primary goal of market segmentation in marketing?
- A To decrease product variety.
  - B To eliminate competitors in the market.
  - C To target a broad and undifferentiated customer base.
  - D To divide the market into distinct, homogeneous groups of consumers.
10. What is the purpose of psychographic segmentation?
- A To target consumers with similar buying behaviors.
  - B To group consumers based on demographic variables.
  - C To focus on geographic variables for market selection.
  - D To classify consumers by their attitudes, interests, and lifestyles.
11. What is the term for the stage in the product life cycle where sales growth starts to slow down, and products become more mature in the market?
- A Decline
  - B Growth
  - C Maturity
  - D Introduction
12. What is the term for a distinct, consistent identity for a product or service, often represented by a unique name, logo, and symbols?
- A Branding
  - B Brand equity
  - C Brand differentiation
  - D Brand cannibalization
13. What is the primary purpose of setting pricing objectives in marketing?
- A To eliminate competition.
  - B To minimize sales volume.
  - C To maximize production efficiency.
  - D To guide pricing decisions and align them with overall business goals.

14. What is the term for a pricing strategy that sets an initial high price for a new product to target early adopters and recovers development costs?
- A Price skimming
  - B Cost-plus pricing
  - C Penetration pricing
  - D Price discrimination
15. Which element of the promotional mix involves paid, non-personal communication through various media channels to inform and persuade an audience?
- A Advertising
  - B Public relations
  - C Personal selling
  - D Direct marketing
16. Which promotional mix element is characterized by building and managing relationships with various stakeholders, such as the media, investors, and the public?
- A Advertising
  - B Personal selling
  - C Sales promotion
  - D Public relations
17. What is the primary source of information in market research that involves direct interactions with customers, such as surveys and interviews?
- A Primary data
  - B Historical data
  - C Secondary data
  - D Competitor analysis

18. What is the term for the process of adjusting marketing strategies and tactics in response to changing market conditions, customer preferences, or competitive pressures?
- A Adaptation
  - B Data collection
  - C Competitor analysis
  - D Historical data analysis
19. What is the term for the process of selling hospitality services, such as hotel accommodations, event spaces, and dining experiences?
- A Retail sales
  - B Product sales
  - C Hospitality sales
  - D Individual selling
20. In hospitality sales, what makes the sales process unique compared to other industries?
- A Ignoring customer relationships.
  - B Emphasizing product-centric selling.
  - C Targeting customers based on geography.
  - D Focusing on selling intangible services, experiences, and building lasting customer relationships.

[20 MARKS]

**PART B**

This part consists of **TEN (10)** questions.

Answer ALL questions in Answering Booklet.

**QUESTION 1**

a. What is the definition of marketing?

(1 marks)

b. What are the **four (4)** elements of the marketing mix?

(5 marks)

**QUESTION 2**

a. State **five (5)** hotel service employees

(5 marks)

b. Customer service satisfaction can be assessed through various methods and feedback channels. What are the common ways to measure and determine customer service satisfaction?

(1 marks)

c. List the **four (4)** characteristics of service.

(4 marks)

**QUESTION 3**

The macro environment is a component of the marketing environment also known as the broad environment.

Give **five (5)** examples of a macroeconomic factor that can affect an industry.

(5 marks)

**QUESTION 4**

Examine **five (5)** factors that influenced customer buying decisions.

(5 marks)



**QUESTION 5**

- a. What is market segmentation, and select **four (4)** importance of marketing segmentations?

(5 marks)

- b. List **five (5)** the potential benefits when businesses employ market segmentation.

(5 marks)

**QUESTION 6**

List **five (5)** key considerations in designing and managing hospitality products.

(5 marks)

**QUESTION 7**

Imagine you are selling Nasi Lemak. The major costs for each serving of Nasi Lemak consist of rice (RM0.50), coconut milk (RM0.20), wrapping paper (RM0.30), sambal (RM0.50), and other ingredients (RM0.50). You aim to apply a 150% markup on the total cost. Please answer the following questions:

- a. Examine the type of pricing approach used by the seller.

(1 marks)

- b. calculate the total cost of the product.

(1 marks)

- c. calculate what is the markup price for the product.

(1 marks)

- d. calculate the selling price of this product.

(1 marks)

- e. With this pricing, who is the most suitable target market for the product?

(1 marks)

**QUESTION 8**

List **five (5)** the role of different marketing communication tools in promoting a product or service.

(5 marks)

**QUESTION 9**

In the realm of electronic sales and marketing, recognize **five (5)** functions of internet marketing for your company.

(5 marks)

**QUESTION 10**

Examine **five (5)** effective communication crucial for a salesperson in the hospitality industry.

(5 marks)

**[60 MARKS]**

**PART C**

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

Answer ALL questions in Answer Booklet.

**QUESTION 1**

The COVID-19 pandemic has transformed markets around the world. We've previously discussed major changes that have been implemented by this once-in-a-generation event. These include increased volatility and uncertainty, accelerated digitization and the inseparability of business and purpose. Naturally, changing market dynamics are driving shifts in the marketing function. Though many of the shifts unfolding in marketing had already begun before COVID-19 emerged, the pandemic has accelerated those trends, and in many cases, left its own unique imprint.

Explain with an example of any **five (5)** new ways of marketing using the technology of electronic marketing that are impactful strategies to survive and thrive in the age of post-pandemic COVID-19.

(10 marks)

**QUESTION 2**

A salesperson finds prospective customers for their company's products and services through online research, email, and phone outreach, and social media messaging. They work with these prospects to identify their challenges and, ultimately find a solution. This leads to the sale of the products or services that solve the problem.

Identify any **five (5)** key activities that professional salespeople do to sell their products or services with appropriate examples to support your claim.

(10 marks)

**[20 MARKS]**

**END OF QUESTION PAPER**

