

D1
R2
5
4

**SCHOOL OF HOSPITALITY AND TOURISM
KOLEJ YAYASAN PELAJARAN JOHOR**

FINAL EXAMINATION

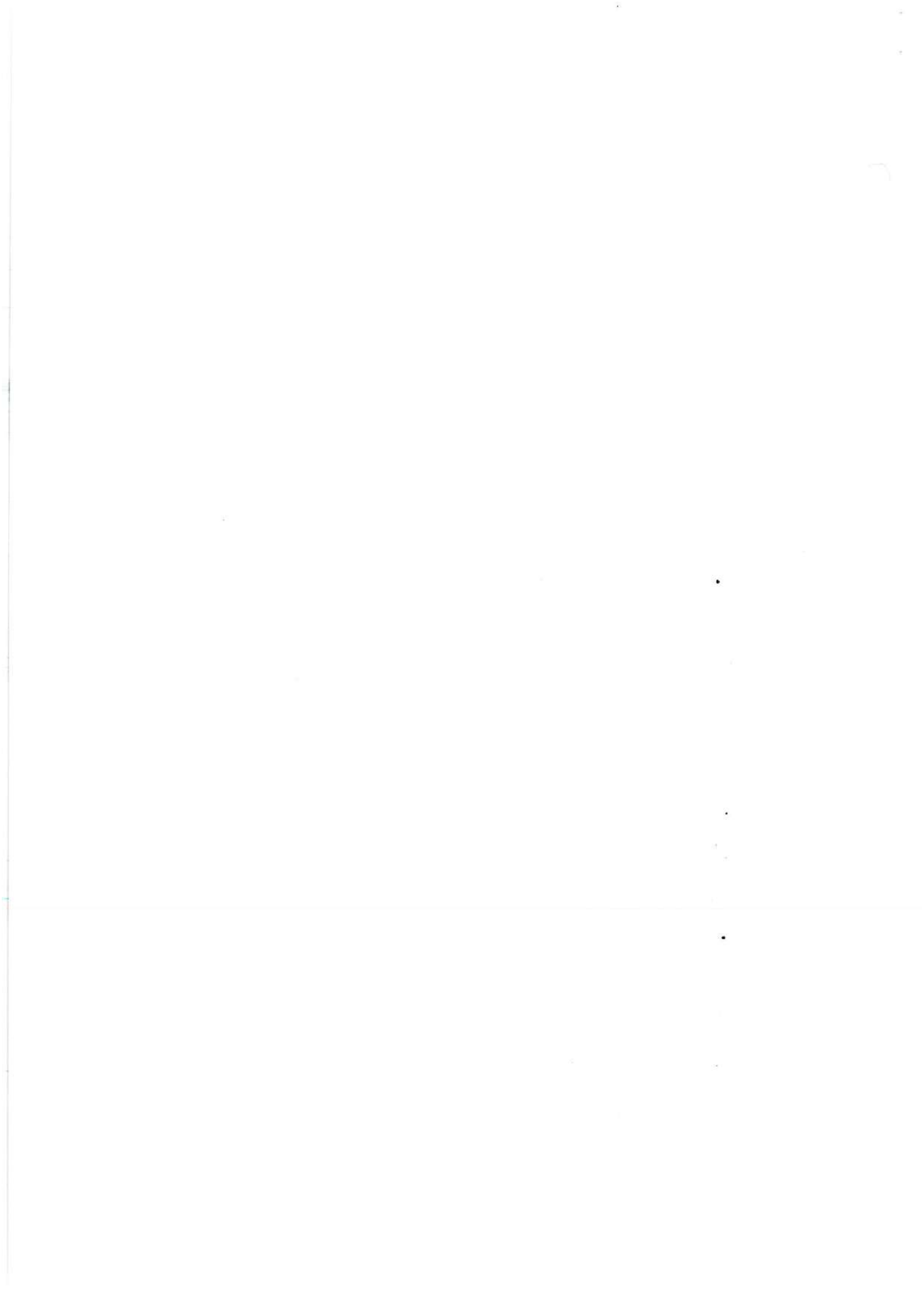
SEMESTER JAN 2015

COURSE	:	HOSPITALITY MARKETING
COURSE CODE	:	HMT 7153
TIME / DURATION	:	2.00 PM - 5.00 PM (3 HOURS)
DATE	:	12 MAY 2015

INSTRUCTION TO CANDIDATES

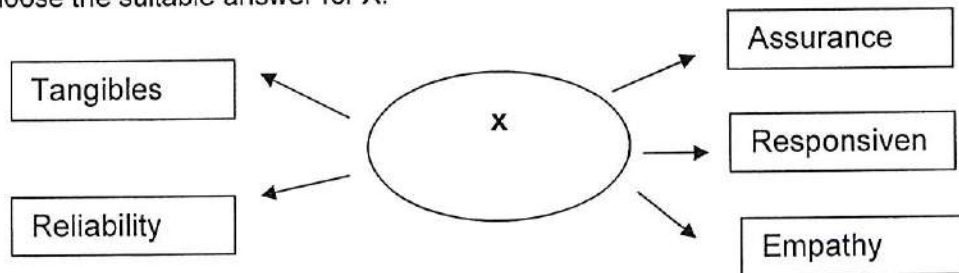
1. This examination paper consist of **FOUR (4) PARTS**:
PART A (20 Marks)
PART B (20 Marks)
PART C (30 Marks)
PART D (30 Marks)
2. Answer **ALL** questions in **Part A, Part B, and Part C**. For **Part D** choose any **TWO (2)** questions.
3. Candidates are not allowed to bring any material to examination 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

THERE ARE 11 PAGES OF QUESTIONS, INCLUDING THIS PAGE



9. Consumers believe that higher prices signify higher quality is best referred to which elements in consumer price sensitivity
- A. Price quality effect.
 - B. Unique value effect
 - C. Quality price effect
 - D. Value unique effect
10. Having company executives gives talks at trade associations or sales meetings utilize which public relation tool?
- A. Special events .
 - B. speeches.
 - C. news.
 - D. Corporate identity materials.
11. What is the main purpose of hospitality industry
- A. To build customer loyalty
 - B. To create and maintain satisfied and profitable customer
 - C. To get more profit
 - D. To get a good demands from customer
12. These are the components of hospitality marketing mix **EXCEPT**
- A. Presentation mix
 - B. Product service mix
 - C. Promotional mix
 - D. Communication mix

13 Choose the suitable answer for X.



- A. Service Quality Measurement
 B. Service Quality Gaps .
 C. Service Quality Strategy
 D. Good Quality Service.
- 14 Nealofa decides to celebrate her birthday party at Mc Donald Damansara. She is in situation of :-
 A. Need recognition
 B. Information search
 C. Purchase decision
 D. Evaluation of alternatives
- 15 What are the five elements of restaurant concepts?
 A. Menu, food production strategy, service, pricing, decor/ambience.
 B. Quality, pricing, performance, exterior, menu
 C. Menu, decor, quality, pricing, service
 D. Interior, exterior, service, time, pricing
- 16 What is the second step in marketing planning process?
 A. Implement action plan and monitor performance
 B. Define the firm's goal and objective
 C. Conduct a situation analysis.
 D. Formulate marketing strategies and action plan

PART A (20 MARKS)**MULTIPLE CHOICE QUESTIONS****INSTRUCTION : ANSWER ALL QUESTIONS GIVEN**

1. Determined by how well the product meets the customer's expectations for that product is best refer to:-
 - A. Transaction
 - B. Quality
 - C. Satisfaction
 - D. Demands
2. To a marketer, a/an _____ is the set of all actual and potential buyers of a products and service.
 - A. Segment
 - B. Target
 - C. Industry
 - D. Market
3. Choose the suitable answer for x:-



- A. Perishability
- B. Specialty
- C. Tangibility
- D. Guaranty

4. Which of the following is **NOT** an example of "tangibilising" a service product?
- A. Employee costumes.
 - B. Exterior of the property
 - C. Landscaping of the property
 - D. Resetting a banquet room behind close door
5. What are the five elements of restaurant concepts?
- A. Menu, food production strategy, service, pricing, decor/ambience.
 - B. Quality, pricing, performance, exterior, menu
 - C. Menu, decor, quality, pricing, service
 - D. Interior, exterior, service, time, pricing
6. What is the second step in marketing research process:- .
- A. Prepare the final report
 - B. Collecting the data .
 - C. Define the problem.
 - D. Plan the research
7. _____ is merchandise usually sold at cost with purchase for a food or beverage item
- A. Sweepstakes
 - B. Discount
 - C. Coupon
 - D. Premium
8. Form of communication used to influence consumer feeling, opinion, or belief about a company, its product or services is best referred to:-
- A. Publicity
 - B. Public relation
 - C. Advertising
 - D. Personal selling

- 17 _____ is merchandise usually sold at cost with purchase for a food or beverage item.
- A. Sweepstakes
 - B. Discount
 - C. Coupon
 - D. Premium
- 18 Form of communication used to influence consumer feeling, opinion, or belief about a company, its product or services is best referred to:-
- A. Publicity
 - B. Public relation
 - C. Advertising
 - D. Personal selling
- 19 These are the factors which manager has to consider to manage menu price increase **EXCEPT:-**
- A. How often should price be increased?
 - B. How much should price be increased?
 - C. How many items will be affected by price increase?
 - D. Why should the menu price be increased?
- 20 Which of the following environmental factor of pricing decision that state different culture have different spending pattern?
- A. Social environment .
 - B. Political environment.
 - C. Technological environment.
 - D. Competitive environment.

PART B (20 MARKS)**FILL IN THE BLANK****INSTRUCTION : ANSWER ALL QUESTIONS GIVEN**

Hospitality Marketing	Brand loyalty	Electronic Commerce	Market segmentation	Mass - market strategy
The core benefit	Wants	Sweepstakes	Public relation	Quality
Ecology	Trade dress	Skim pricing	Demands	Reliability
Fragmented industry	Electronic commerce	SWOT analysis	Descriptive research	Reliability
Growth stage	Assurance	Sales forecasting	Concentrated industry	Limited service
Marketing planning	Skim pricing	Hospitality Industry	Mass market strategy	Hospitality Marketing

- _____ is a made up of those businesses that do one or more of the following: providing accommodation, preparing food and beverage services and/or entertainments for travelers or tourists.
- The knowledge and courtesy of employees and their ability to convey trust and confidence. _____
- _____ is referring to which sales are dominated by only a few companies.
- Setting a high for a new product and services to maximize revenues from the target market. _____
- _____ involves of the firm's internal strengths and weaknesses and the external opportunities and threats
- _____ calls upon a firm to develop one product-service mix that is marketed to all potential consumers in the target markets
- Practice of carrying out business transactions over computer networks in an effort to improve organizational performance. _____
- Lodging concepts are traditionally divided into two main categories, full services and _____

9. _____ is the process for determining current sales and estimating future sales for a product or service
10. Trying to profile the customer base in terms of demographics, psychographics attitudes and purchasing behavior _____
11. Service _____ is a perception resulting from attitudes formed by customers' long term, overall evaluations of performance.
12. The generic function that a product provides for its guest. _____
13. _____ refers the relationships between human beings and other living thing and the air, soil, and water that support business.
14. _____ requires participants to submit their names and addresses and winners are drawn randomly
15. _____ is a process dividing the market into different group of consumers who have common needs and wants
16. _____ is refer to the practice of carrying out business transactions over computer networks in an effort to improve organizational performance
17. _____ calls upon a firm to develop one product-service mix that is marketed to all potential consumers in the target markets.
18. Human wants backed by purchasing power. _____
19. The ability to perform the promised service dependably and accurately _____
20. The distinctive nature of a hospitality company's total visual image and overall appearance. _____

PART C (30 MARKS)**INSTRUCTION : ANSWER ALL QUESTIONS GIVEN****QUESTION 1**

Define the following terms:-

- a. Hospitality industry
- b. Service quality gaps
- c. Neutral pricing
- d. Squeeze effect
- e. Historical analysis

(5 marks)

QUESTION 2

- a. List **THREE (3)** elements in service offering (3 marks)
- b. List **TWO (2)** hospitality business strategies for hospitality business purposes. (2 marks)

QUESTION 3

- a. List **THREE (3)** functions of internet strategies (3 marks)
- b. State **TWO (2)** market segmentation decision process (2 marks)

QUESTION 4

- a. Briefly explain **TWO (2)** factors which affects macroenvironment. (2 marks)

- b. Give **THREE (3)** examples of well stated objectives (3 marks)

QUESTION 5

- a. Briefly explain **FOUR (4)** characteristics of service (5 marks)

QUESTION 6

- a. Differentiate between needs,wants and demands in core marketing concept (5 marks)

PART D (30 MARKS)**INSTRUCTION** : Answer **TWO (2)** questions only.**QUESTION 1**

Many of the distribution channels in service industries tend to be direct in nature, eliminating the need for intermediaries' .However the hospitality and travel industries do have their share of valuable intermediaries that are responsible for volume business for hotels, airlines and cruise ships. Give detail explanations of **FIVE (5)** common types of intermediaries in hospitality industry with relevant examples.

(15 marks)

QUESTION 2

You and your friends are going for a dinner. Apply the **FIVE (5)** stages in the decision making process in selecting the restaurant of your choice.

(15 marks)

QUESTION 3

As the practice of branding become more common and important in the hospitality industry, variation of branding began to appear. Define branding and explain **FIVE (5)** types of branding. Support your answer with relevant example.

(15 marks)

END OF QUESTION PAPER

