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FINAL EXAMINATION**

COURSE NAME : HOSPITALITY SALES & MARKETING /
HOSPITALITY MARKETING

COURSE CODE : DHM 3153 / DHM 2143

EXAMINATION : JUNE 2023

DURATION : 3 HOURS

INSTRUCTION TO CANDIDATES

1. This question 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 pack consist of:
 - i. The Question Paper
 - ii. An Objective Answer Paper
 - iii. An Answering Booklet

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This examination paper consists of 12 printed pages including front page



PART A

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

Answer ALL in Objective Answer Paper.

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 AZ Hotels.
 - B Malaysia Airline.
 - C Vivo Restaurants.
 - D Village Grocer Malaysia.

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.



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. Lala, a chef in Amerin Hotel has sent out press releases to the major local media and invited food critics to dine in the hotel restaurant. Lala 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.

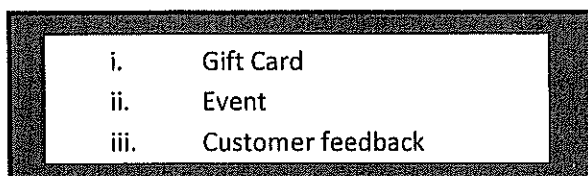


Diagram 2

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 _____



- 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 Answering Booklet.

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 **five(5)** 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)** basic 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

Sales Promotion is a marketing strategy where a business will use short-term campaigns to spark interest and create demand for a product, service or other offers. Discover **five(5)** mediums of sales promotion.

(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 **five(5)** 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 Answering Booklet.

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

