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ONLINE FINAL EXAMINATION**

COURSE NAME : HOSPITALITY SALES & MARKETING
COURSE CODE : DHM 3153
EXAMINATION : DECEMBER 2021
DURATION : 3 HOURS

INSTRUCTION TO CANDIDATES

1. This examintaion paper consists of **THREE (3)** :
PART A (30 Marks)
PART B (50 Marks)
PART C (20 Marks)
2. Please refer to the detailed instructions in this question paper.
3. Answer ALL questions in the answer sheet which is A4 size paper (or other paper with the consent of the relevant lecturer).
4. 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
5. Each answer sheet must have a page number written at the bottom right corner.
6. Answers should be **handwritten, neat and clear.**
x

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

This examination paper consists of 12 printed pages including front pag

PART A

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

Answer ALL Answer Sheet

1. Two main industries that comprise the activities we call tourism are _____ and _____.
 - A. the cruise
 - B. the cruise , hotel industries
 - C. the restaurant , travel industries
 - D. the hospitality , destination industries

2. Marketing is a process which aims at _____.
 - A. producing
 - B. selling products
 - C. maximizing profits
 - D. satisfying customers

3. “Many people want a BMW but only a few are able to buy” This an example of _____.
 - A. need
 - B. want
 - C. status
 - D. demand

4. Which of the following is not a distinct characteristic of services?
 - A. variability
 - B. intangibility
 - C. perishability
 - D. inconsistency

5. Services cannot be stored. This describes the _____ characteristic of services.
- A. variability
 - B. perishability
 - C. inseparability
 - D. simultaneously
6. What is one of the elements of the marketing mix that produce revenue?
- A. Price
 - B. People
 - C. Product
 - D. Promotion
7. Sutera Harbour Hotel runs a premium membership club that caters to customers whose annual salary exceed RM100,000. Members of this club are offered seasonal discount on selected luxury hotels in select cities worldwide. Sutera Harbour most likely follows _____ segmentation approach.
- A. an age
 - B. a loyalty
 - C. an income
 - D. an occupation
8. What is the statistics that describe a population in terms of personal characteristics, such as income, age and occupation?
- A. Culture
 - B. Economics
 - C. Demographics
 - D. Psychographic

9. "Many companies today are localizing their products, advertising, promotion, and sales efforts to fit the needs of individual regions, cities, and neighborhood ". This is an example of_____.
- A. branding
 - B. product diversification
 - C. geographic segmentation
 - D. psychographic segmentation
10. _____involves dividing a market into smaller segments of buyer with distinct needs, characteristics, or behavior that might require separate marketing strategies.
- A. Differentiation
 - B. Market targeting
 - C. Mass customization
 - D. Market segmentation



11.

Figure 1.0

What marketing is being applied of this product?

- A. Positioning marketing
 - B. Differentiated marketing
 - C. Concentrated marketing
 - D. Undifferentiated marketing
12. Awareness of need or problem, information search, evaluation of alternative, purchase decision, and post purchase evaluation are the steps in the_____.
- A. segmentation variable
 - B. consumer decision process
 - C. market segmentation process
 - D. principal reason for segmentation

13. The stage in which sales and profits decrease is called _____.
- A. decline
 - B. growth
 - C. maturity
 - D. introduction
14. _____ is the period of time over which a product is developed, brought to market and finally removed from the market.
- A. Lifecycle
 - B. Product cycle
 - C. Product of cycle
 - D. Product life cycle
15. Concept product life cycle is used by _____ and _____ professionals as a factor in deciding when it is appropriate to increase advertising, reduce prices, expand to new markets, or redesign packaging.
- A. operation, marketing
 - B. operation, management
 - C. management, marketing
 - D. marketing, management

Question 16 & 17 are based on **Figure 2.0**

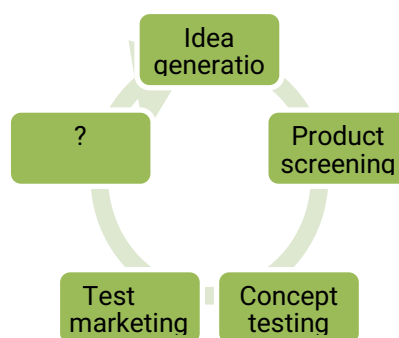


Figure 2.0

16. What is the last steps in new product development process?
- A. Business analysis
 - B. Commercialization
 - C. Market introduction
 - D. Product development
17. Based on Figure 2.0 ideas generation means_____.
- A. impact on current or potential customer
 - B. equipment necessary to produce new item
 - C. what price would customer pay for the product
 - D. ideas for new product or a result from brainstorming
18. What is a 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.
19. If a price change results in a large change in the demand for a product, the product is said to have a_____.
- A. value pricing
 - B. low elastic demand
 - C. high elastic demand
 - D. none of the above
20. _____uses buyer perception of what a product is worth, not the seller cost, as the key to pricing.
- A. Variable cost
 - B. Price elasticity
 - C. Cost based pricing
 - D. Value based pricing

21. Which pricing strategy involves setting prices based on the costs for producing, distributing and selling the product plus a fair rate of return for its effort and risk?
- A. Dynamic Pricing
 - B. Cost-Based Pricing
 - C. Competition- Based Pricing
 - D. Customer Value- Based Pricing
22. Business also use _____ to interact with customer and get feedback on the company, its products and services.
- A. promotion
 - B. advertising
 - C. social media
 - D. press releases
23. _____ campaigns try to influence general opinion and create a favorable public image for a person, organization, or a company, its products or its policies.
- A. Advertising
 - B. Direct selling
 - C. Public relations
 - D. Sales promotion
24. Which of these activities help an organization to influence a target audience?
- A. Promotion
 - B. Direct selling
 - C. Personal selling
 - D. Public relations
25. _____ gives recipients an incentive to respond by visiting a store or

website, calling a toll free number, returning a form or sending an email.

- A. Advertising
 - B. Telemarketing
 - C. Personal selling
 - D. Direct marketing
26. Social media is also a form of _____, which is electronic media that allows people with similar interests to participate in a social network. Social network such as Face book, LinkedIn, YouTube and Twitter help business reach prospective customers.
- A. advertising
 - B. telemarketing
 - C. personal selling
 - D. direct marketing
27. Another form of direct marketing is _____, in which customer are called on the phone and asked directly for goods and services.
- A. advertising
 - B. telemarketing
 - C. personal selling
 - D. teleconferencing
28. _____ is the life blood of sales because it identifies potential customers.
- A. Approach
 - B. Hedging
 - C. Churning
 - D. Prospecting
29. The main purpose of a sales person contacting with a prospect or customer is

known as the_____.

- A. trial close
- B. buyer profile
- C. sales call objective
- D. customer benefit plan

30. Up selling strategies contributes to_____.

- A. observation
- B. reduce wages
- C. boost profitability
- D. center of influence

[30 MARKS]

PART B

This part contains **TEN (10)** questions.
Answer ALL questions in Answer Sheet.

QUESTION 1

Justify **four (4)** categories of service provider.

(4 marks)

QUESTION 2

Indicate the definition of service and the characteristics of service.

(5 marks)

QUESTION 3

Interpret **five (5)** microenvironments of a business firm.

(5 marks)

QUESTION 4

Estimate **five (5)** steps of environmental scanning process.

(5 marks)

QUESTION 5

Exemplify **five (5)** steps of a new product development process in the respective order.

(5 marks)

QUESTION 6

Classify **three (3)** categories of consumer buying behaviour.

(6 marks)

QUESTION 7

Present **five (5)** types of online advertising.

(5 marks)

QUESTION 8

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

(5marks)

QUESTION 9

Prepare **three (3)** strategies of pricing.

(6 marks)

QUESTION 10

Manage **four (4)** natures of hospitality industry in personal selling.

(4 marks)

[50 MARKS]

PART C

This part contains **TWO (2)** questions.
Answer ALL questions in Answer Booklet.

QUESTION 1

Salespeople in the hotel industry have different styles to achieve their goals of selling more rooms and increasing the revenue of the property or properties they are representing. Based on your understanding, prepare the tips on how to be a professional salesperson.

(10 marks)

QUESTION 2

Relationship marketing is a face of customer relationship management that focuses on customer loyalty and long-term customer engagement rather than shorter term goal like customer acquisition and individual sales.

Classify **five (5)** types of relationship marketing.

(10 marks)

[20 MARKS]

END OF QUESTION PAPER