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FINAL EXAMINATION**

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**COURSE NAME : HOSPITALITY SALES & MARKETING**  
**COURSE CODE : DHM 3153**  
**EXAMINATION : APRIL 2019**  
**DURATION : 3 HOURS**

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**INSTRUCTION TO CANDIDATES**

1. This examination paper consists of **THREE (3)** :  
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. Question Paper
  - ii. Objective Answer Paper
  - iii. Answer 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 **12** printed pages including front page*

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**PART A**

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

Answer ALL in Objective Answer Paper

1. Which of the following statements is true regarding marketing?
  - A A demand is created by human.
  - B A human need is invented by marketers.
  - C The first basic concept of marketing is that of human wants.
  - D None of basic concept of marketing is that of human needs.
  
2. The most formal definition of marketing is
  - A segmenting and targeting market.
  - B 4P (Product, Price, Place, Promotion).
  - C identify and meeting customers' needs and wants.
  - D continuous process in satisfying customers' demands.
  
3. The characteristic which describes service as continuous and cannot be separate from the provider is
  - A perishable.
  - B inseparable.
  - C homogenous.
  - D heterogenous.
  
4. What is benchmarking in service quality?
  - A Zone of tolerance.
  - B Customers' attitude from long term perceptions.
  - C Efficient manners in delivering service to satisfy needs.
  - D Comparing service quality among the similar industries.

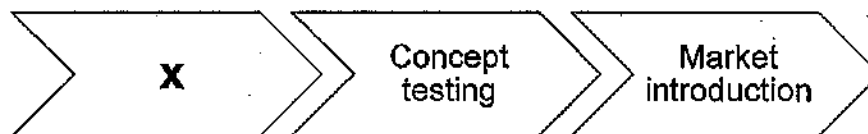
5. What is Microenvironment?
- A A larger societal forces which affects the macro environment.
  - B It is the smaller societal forces that affect the microenvironment.
  - C Formal mechanism which results to the changes in environment.
  - D Entities that are close to the company that affect its ability to build profitable relationships.

The environment which made up of institutions and other forces that affect a society's basic values, perceptions, preferences and behaviours.

Diagram 1

6. Which type of marketing environment is referring to the statement in Diagram 1?
- A Cultural environment.
  - B Political environment.
  - C Economy environment.
  - D Technological environment.
7. What type of study examines how individuals or organizations select, buy, use, dispose of goods and service to satisfy their needs and wants?
- A Psychology.
  - B Market targeting.
  - C Consumer behaviour.
  - D Psychographic segmentation.
8. Which of the following is the most important consumer buying organisation in society?
- A Family.
  - B Senior citizens.
  - C Single-person household.
  - D Married-couple household.

9. A group of customers who share a similar set of needs, wants and demands is called
- A market class.
  - B market slice.
  - C market group.
  - D market segment.
10. In segmenting markets, all of the following would be an appropriate segment category if the family life cycle was the segmentation base, **EXCEPT**
- A male, female.
  - B young, single.
  - C young, married.
  - D older, married, no children under 18.



**Diagram 2**

11. **Diagram 2** shows the flow of new product development process. **X** refers to
- A price strategy.
  - B test marketing.
  - C idea generation.
  - D marketing strategy development.
12. All of the followings are the characteristics of the decline stage in Product Life Cycle (PLC), **EXCEPT**
- A some firms modify their market.
  - B some firms cut down their market offering.
  - C as sales and profits decline, some firms withdraw from the market.
  - D some firms drop smaller market segment and marginal trade channels.

13. Which strategy of pricing that charges pricing depending on individual values and situations?

- A Value pricing.
- B Dynamic pricing.
- C Exchange pricing.
- D Psychological pricing.

14. Which of these statements is referring to price skimming?

- A The price is set artificially low in order to gain market share.
- B The price is set at moderate level due to economic condition.
- C The price is set at higher price due to competitive advantage.
- D The price is set by using buyer's perceptions of value rather than seller's costs.

15. Which of these best define marketing channel system?

- A Finance channel.
- B Management channel.
- C Communication channel.
- D Distribution/ warehouse channel.

16. Cash refund offers are also known as

- A rebates.
- B samples.
- C coupons.
- D discounts.

17. Which of the followings is the example of web banner advertising (banner ads)?

- A Interface.
- B QR code.
- C Hyperlink.
- D Pop-ups/ pop-under.



Diagram 3

18. Diagram 3 shows an advertisement applying an electronic marketing strategy. Which strategy that being applied in advertisement showed above?
- A Email advertising.
  - B Mobile advertising.
  - C Media social marketing.
  - D Search engine marketing.
19. What is the most important qualification for being a prospect (potential customer) in sales?
- A Financial ability.
  - B Have special needs.
  - C Working experiences.
  - D Large volume of business.
20. After handling the prospect's objections, the salesperson now will try to
- A close the sale.
  - B follow up the sale.
  - C make a presentation.
  - D prospect and qualify the lead.

21. What is the objective of sale force?
- A Locating and cultivating new customers.
  - B Conduct market research and intelligent work.
  - C Providing information regarding company's product and services.
  - D Assist sales force members to plan and execute their sales program.
22. A current trend in the hospitality industry is to build loyal customer relationships and enhance service levels by optimizing the use of?
- A Satelite device.
  - B Internet website.
  - C Service rating advisor.
  - D Independent travel agents.
23. Which of the following is an example of a product in hospitality industry?
- A A vacation package.
  - B A salesperson business card.
  - C An inquiry about flight schedules.
  - D A confirmation letter to a customer.
24. Several customer indicates an interest in products that the business does not currently offer. These request can be given buyers to help them to
- A forecast sales.
  - B select vendors.
  - C research the market.
  - D determine what to buy.
25. In the marketing hospitality industry, customers perception of value and worth are often associated with
- A price.
  - B profit.
  - C place.
  - D promotion.



26. Which of the followings is less likely the nature of the hospitality sales?
- A Buying.
  - B Selling.
  - C Targeting.
  - D Prospecting.
27. Which are the statements below is referring to Public Relation?
- A Electronic Media.
  - B Product Screening.
  - C It could be considered to be a reminder advertisement.
  - D Managing and spread the information between an individual and organization.
28. Which of the statement below is referring to the Maturity stage in Product Life Cycle?
- A The product represents a new concept, no competitors offering the same product.
  - B The market is often saturated and the competition of a similar product is increasing.
  - C Sales and profits rising rapidly, competitors begin to increase and need to build market share.
  - D Sales and profits are dropping more rapidly, competitors is reduced to those with strong positions
29. Price is the only element in the marketing mix that produces
- A costs.
  - B liability.
  - C revenue.
  - D expenses.

30. The followings are the pricing strategies, **EXCEPT**

- A neutral.
- B medium.
- C skimming.
- D penetration.

**[30 MARKS]**

**PART B**

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

**QUESTION 1**

Describe the hospitality marketing and give **three (3)** example.

(4 marks)

**QUESTION 2**

Identify a proper point for the table above

<b>SERVICE</b>	Definition: (a)	
	Characteristics:	(b)
		(c)
		(d)
		(e)

(5 marks)

**QUESTION 3**

Select **five (5)** microenvironment of a business firm.

(5 marks)

**QUESTION 4**

Recognize **five (5)** step environmental scanning process.

(5 marks)

**QUESTION 5**

Identify **five (5)** steps of new product development process in respective order

(5 marks)

**QUESTION 6**

Give **three (3)** consumer buying behaviour with their example each.

(6 marks)

**QUESTION 7**

Classify five (5) types of online advertising.

(5 marks)

**QUESTION 8**

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

(5marks)

**QUESTION 9**

Briefly describe three (3) strategies of pricing.

(6 marks)

**QUESTION 10**

Recognize four (4) natures of hospitality industry

(4 marks)

**[50 MARKS]**

**PART C**

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

Answer ALL questions in Answer Booklet.

**QUESTION 1**

Based on your understanding, prepare 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.

Discover **five (5)** relationship marketing.

(10 marks)

**[20 MARKS]**

**END OF QUESTION PAPER**

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