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D2 4
D3 5

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FINAL EXAMINATION**

**COURSE NAME : HOSPITALITY SALES & MARKETING
HOSPITALITY MARKETING**

COURSE CODE : DHM3153/HMT7153

EXAMINATION : NOVEMBER 2016

DURATION : 3 HOURS

INSTRUCTION TO CANDIDATES

1. This examination paper consists of **THREE (3)**:
 - PART A (20 MARKS)
 - PART B (40 MARKS)
 - PART C (40 MARKS)

2. Answer ALL questions.

3. Candidates are not allowed to bring any material to examination room EXCEPT with the permission from the invigilator.

4. Please make sure that all material is available during this examination session:
 - i. Question Paper
 - ii. Objective Answer Paper
 - iii. Answer Booklet

DO NOT OPEN QUESTION PAPER UNTIL HAVE BEEN TOLD TO DO SO

THIS QUESTION PAPER CONSISTS OF 13 PRINTED PAGES INCLUDING FRONT PAGE

PART A (20 MARKS)

ANSWER ALL QUESTIONS GIVEN

MULTIPLE CHOICE QUESTIONS

1. Continuous process through hospitality industry design to satisfy both guest need and wants by providing value to the in exchange. This term is referred to?
 - a. Choosing a value proposition
 - b. Marketing
 - c. Selecting customers to serve
 - d. Product concept

2. The idea that consumers will favor products that are available and highly affordable and that the organization should therefore focus on improving production and distribution efficiency
 - a. Selling concept
 - b. Marketing concept
 - c. Production concept
 - d. Selecting customers to serve

3. You cannot hold or touch a service unlike product. This is totally referred to?
 - a. Inseparability
 - b. Variability
 - c. Intangibility
 - d. Perishability

4. Below is the characteristic of service EXCEPT:
 - a. Perishability
 - b. Inseparability
 - c. Publicity
 - d. Intangibility

5. Microenvironment can be defined as:
- Actors close to the company that not effects its ability to serve
 - Actors close to the company that effects its ability to serve
 - Actors far to the company that not effects its ability to serve
 - Actors far to the company that effects its ability to serve
6. What is macroenvironment?
- It is the smaller societal forces that affect the microenvironment
 - It is the larger societal forces that affect the microenvironment
 - It is equal to the societal forces that improve the microenvironment
 - It is better that societal forces that not improve the microenvironment
7. What is the most important external factor influencing consumer behavior?
- Social class ✓
 - Culture ✓
 - Personal Factor
 - Psychological
8. What are the factors that affect purchasing behavior that involved with motivation, perception, learning, belief and attitudes?
- Psychological
 - Social Class
 - Culture
 - Personal Factor

9. What is Market positioning?

- i. Arranging for a product to occupy a clear, distinctive and desirable place relative to competing products in the mind of target market consumer
- ii. Positioning is the location of your product in the mind of your customer
- iii. Product and service can be differentiated from one another and thereby giving consumer a reason to buy
- iv. Act of evaluating and comparing the identified group and then selecting one or more of them as prospect with the highest potential

- a. i,ii and iii
- b. i,iii and iv
- c. i,ii and iv
- d. All above

10. Kid Zania Kuala Lumpur offers kids experiences in the real grown up world to play a part in a community and to choose their dream careers. This is actually

- a. Demographic
- b. Economic
- c. Natural
- d. Technological

11. What is product?

- a. Anything that can be offered to a market for attention, use or consumption that might satisfy a need and want.
- b. Act of obtaining a desire value from someone by offering something in return
- c. A set of actual and possible buyers of product
- d. Evaluating the list of potential products to select ones with the greatest potential for success.

12. Below is the factor of influencing decision making EXCEPT:

- a. Consumers versus Demographic
- b. Consumers versus Business
- c. Customers versus Prospect
- d. Level of involvement

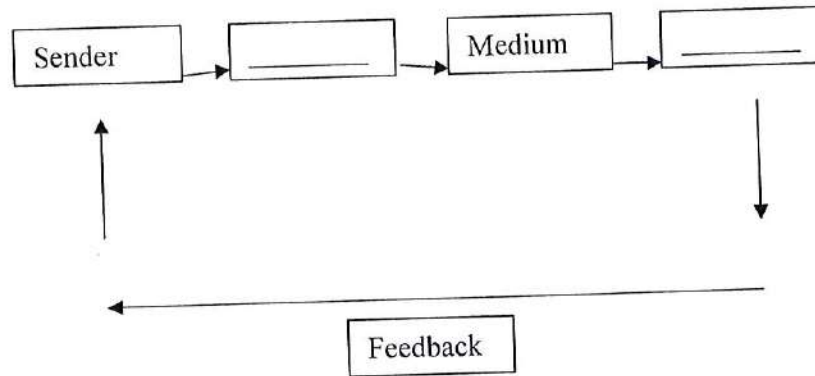
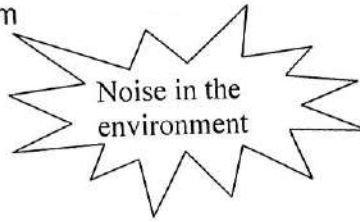
13. What is "Price Change":

- a. Involved in setting prices at a moderate level in relation to the economic value to most potential consumer. *Neutral*
- b. Price charge for products and services is set artificially low in order to gain market share. *skimming*
- c. Charge a high price because you have a substantial competitive advantage *Penetration*
- d. Difference in the cost of an asset or security from one period to another.

14. Below is the pricing strategy EXCEPT :

- a. Neutral Pricing
- b. Price Skimming
- c. Penetration Pricing
- d. Initiating Price Increases

15. Complete the diagram



- a. Message, Received
- b. Relation, Internal
- c. External, Encoding
- d. Decoding, Received

16. Sales promotion Method is important, below are the method of Sales Promotion EXCEPT

- a. Contests and Sweepstakes ✓
- b. Word of Mouth
- c. Coupon ✓
- d. Sampling ✓

17. What is the benefit of Email advertising?

- a. Serves both as direct-response vehicle and branding tool
- b. Creates personalized interactive relationships
- c. Targets and entices recipients with relevant promotions
- d. All above

18. Customer Relationship marketing usually use certain channel. What is the channel?

- i. Email and Loyalty Programs ✓
- ii. Customer service and Content ✓
- iii. Social Media
- iv. Survey ✓

- a. i,ii and iii
- b. i,iii and iv
- c. i,ii and iv
- d. All above

19. Below are main tasks of Sales Representative.

- i. Prospecting, Targeting ✓
- ✓ ii. Communicating, Selling
- iii. Servicing, information gathering
- iv. Entertaining, explanation

- a. i,ii and iii
- b. i,iii and iv
- c. i,ii and iv
- d. All above

20. Selling involved:

- a. Approaching, presenting, answering objection, closings the sales
- b. Locating and cultivating new customers
- c. Allocating scarce time among prospect and customers
- d. Deciding what customers to allocate products to if shortages

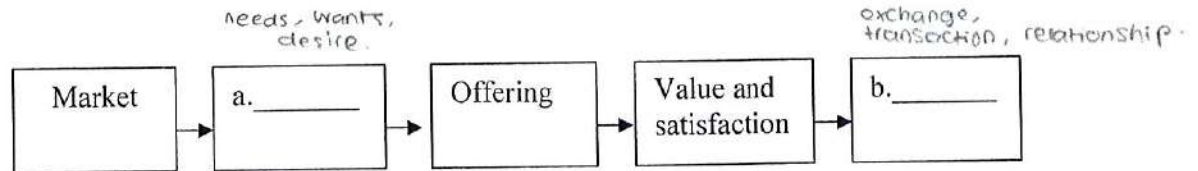
(20 marks)

PART B (40 MARKS)

ANSWER ALL QUESTIONS GIVEN

QUESTION 1

Complete the diagram



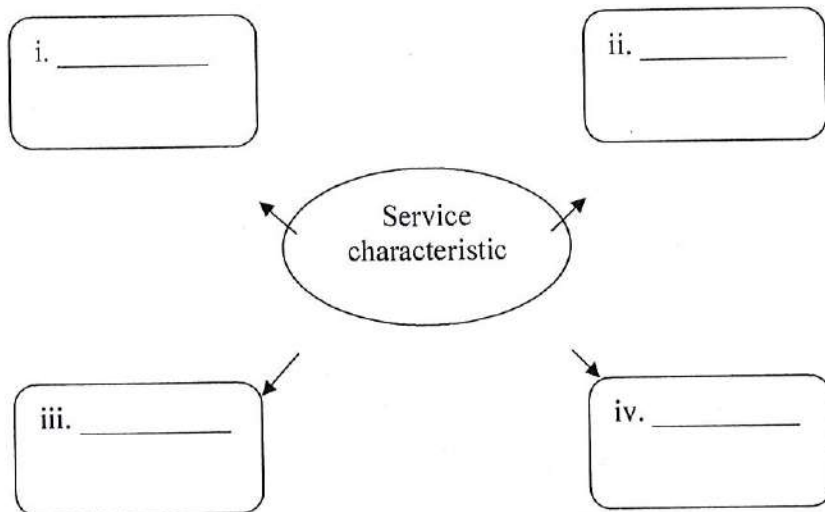
(2 marks)

QUESTION 2

a. What is service?

(1 marks)

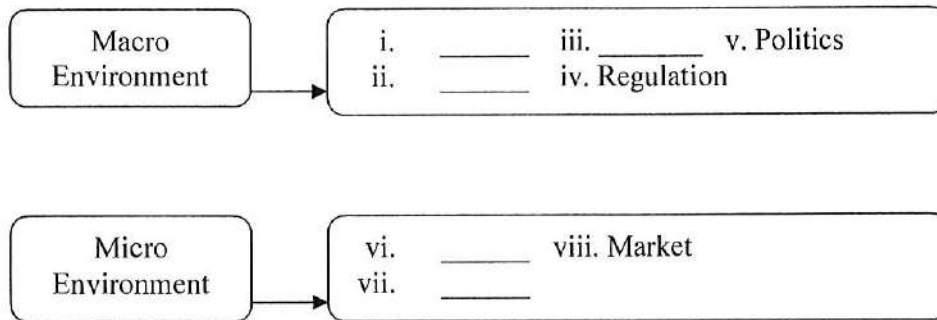
b. Complete the illustration of characteristics with



(4 Marks)

QUESTION 3

Complete the diagram



(5 Marks)

QUESTION 4

Fill in the blank

Factors Influencing Consumer Behavior shows the five key factors that influence a consumer's behavior is (Social class, Culture, Economic Factors, Personal factors and Psychological).

- _____ is still considered to be one of the most important external factors influencing consumer behavior.
- Culture can be defined as the norms, belief and rituals that are unique to each person
- Economic factors factors that influence consumer behavior are personal Income, members of family , savings
- Personal factors factors that affect purchase behavior are age, occupation, lifestyle, personality and self concept.
- _____ factors that affect purchasing behavior are motivation, perception, learning, belief and attitudes.
- _____ are individuals who buy products and services for themselves or behalf of their households.

(6 marks)

QUESTION 5

Define term below:

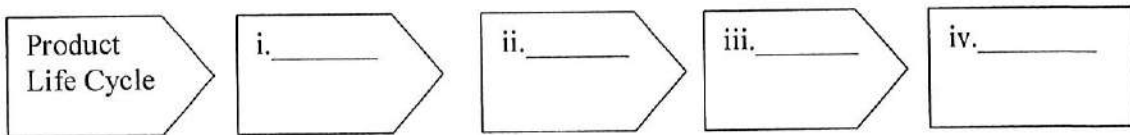
- a. Market segmentation
- b. Market Targeting

(2 marks)

QUESTION 6

- a. What is product life cycle?
- b. Complete the diagram

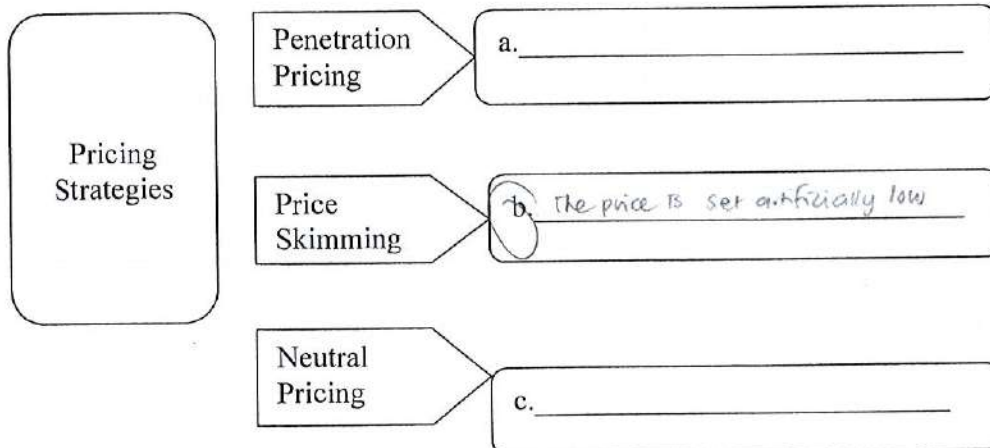
(1 marks)



(4 marks)

QUESTION 7

Define term below



(6 marks)

QUESTION 8

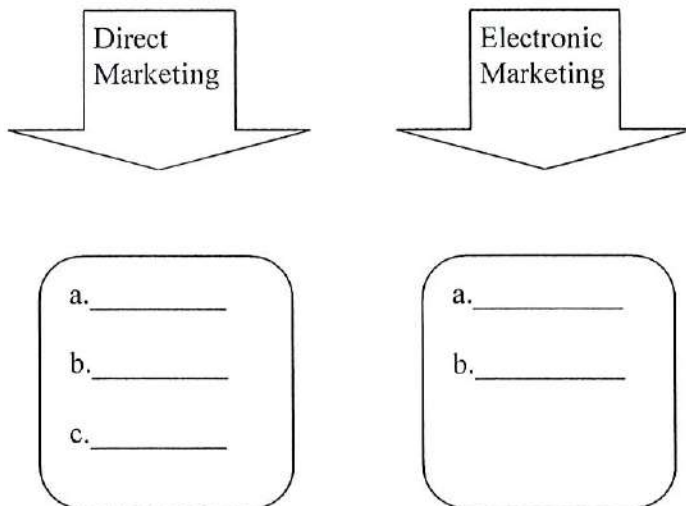
The aim of Publicity and Public relation is to inform the public, prospective customers, investors, Partners, employee and other stakeholder and ultimately persuade them to maintain a certain view about the organization, its leadership, product, or political decisions.

- a. _____ are the practice of managing the spread of information between an individual or an organization such as business, government agency, or non profits organization and the public.

(2 marks)

QUESTION 9

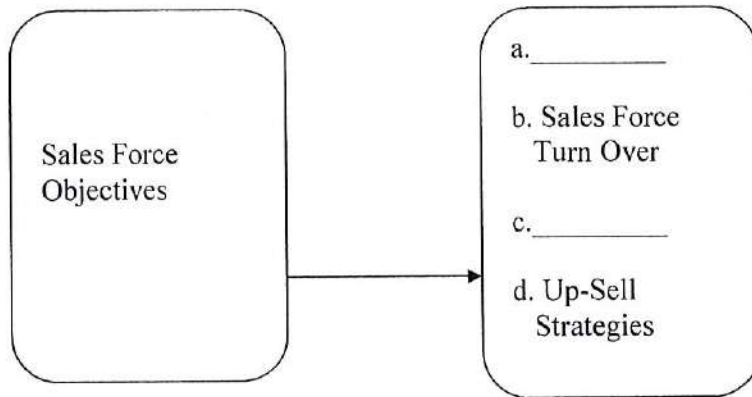
Give an example for the term below:



(5marks)

QUESTION 10

List 2 (TWO) Sales Force Objectives



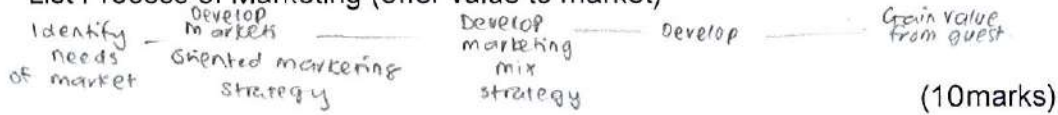
(2 marks)

PART C (40 MARKS)

ANSWER ALL QUESTIONS GIVEN

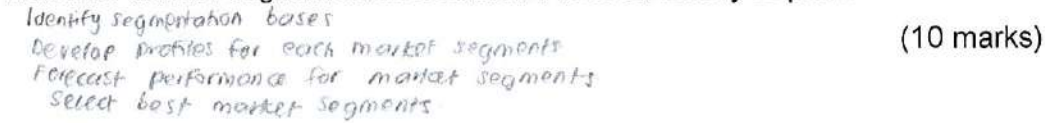
QUESTION 1

List Process of Marketing (offer value to market)



QUESTION 2

Illustrate Market segmentation Decision Process. Briefly Explain



QUESTION 3

Illustrate the structure of relevant communications plan. Briefly Explain.

(10 marks)

QUESTION 4

List 10 (TEN) good tips how to be more successful salesman in the hotel and hospitality industry. (10 marks)

