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FINAL EXAM

COURSE	:	HOSPITALITY SALES AND MARKETING
COURSE CODE	:	DHM 3153
EXAMINATION	:	MAY 2016
TIME	:	3 HOURS

INSTRUCTION TO CANDIDATES

1. This examination paper consists of **THREE (3) Parts**:
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 of invigilator.

4. Please make sure that all material is available during this examination session:
 - i. Question paper
 - ii. OMR Form
 - iii. Answering Booklet

DO NOT OPEN THIS QUESTION PAPER UNTIL YOU ARE TOLD TO DO SO
THIS QUESTION PAPER CONSISTS OF 10 PRINTED PAGES INCLUDING FRONT PAGE

SECTION A [Total: 20 marks]

MULTIPLE CHOICE QUESTIONS

INSTRUCTION: Answer ALL questions. Please use OMR sheet provided

1. Markets can be defined as _____.
 - A. The set of actual and potential buyers of a product and services
 - B. The set of future need and want to be fulfilled
 - C. The set of future marketing
 - D. The set of actual need, want and demand in order to achieve better lives relationships.

2. The marketing process begins with a determination of _____.
 - A. needs, wants, and demands
 - B. products and services
 - C. markets
 - D. resource

3. Service quality is a _____.
 - A. Level of performance by comparing current performance against performance of others company.
 - B. Psychological factor that affect purchasing behavior.
 - C. Targeting two or more distinct market segment with different marketing mix.
 - D. Perception resulting from attitudes formed by customer's long term, overall evaluations of performance.

4. Which of the followings is the process to determine service quality?
- A. Marketing
 - B. Heterogeneity.
 - C. Benchmarking.
 - D. Sustainability.
5. What is Macroenvironment?
- A. It is the smaller societal forces that affect the microenvironment.
 - B. It is the larger societal forces that affect the microenvironment.
 - C. It is equal to the societal forces that improve the microenvironment.
 - D. It is better that societal forces that not improve the microenvironment.
6. Which of the following best describes the environment that contains the larger social forces that affect the company level of environment; demographic, economic, natural, technological, political and cultural forces?
- A. Microenvironment
 - B. Macroenvironment
 - C. Global environment
 - D. Networked environment
7. The art and science of choosing target markets and building profitable relationships with them. This is called as _____.
- A. market segmentation
 - B. market planning
 - C. marketing management
 - D. market operation

8. The following is **NOT** the principle reason for segmentation _____.
- A. Which segments should we pursue?
 - B. What are they looking for in our types of product or service?
 - C. Where will they buy our product?
 - D. When do we promote them?
9. Social class category is usually measured according to which of the following?
- A. Beliefs.
 - B. Lifestyle.
 - C. Saving.
 - D. Education.
10. Stages of consumer decision making process logically consists of the following:
- A. Trial >>> purchase >>> post-purchase evaluation
 - B. External influences >>> consumer decision making >>> post-decision behaviour
 - C. Need recognition >>> pre-purchase searching >>> evaluation of alternatives
 - D. Input >>> process >>> output
11. _____ are products and services bought by final consumers for personal consumption. These include convenience products, shopping products, specialty products, and unsought products.
- A. Ideas
 - B. Services
 - C. Consumer products
 - D. Industrial products

12. At which stage of the new product development process will the organisation assess the target market and all aspects of the marketing mix to be implemented?
- A. Idea generation
 - B. Idea screening
 - C. Test marketing
 - D. Marketing strategy development
13. Price is the only element in the marketing mix that produces _____.
- A. revenue
 - B. expenses
 - C. liability
 - D. costs
14. The followings are the pricing strategies, **EXCEPT** _____.
- A. neutral
 - B. medium
 - C. skimming
 - D. penetration
15. A pull strategy involves which of the following?
- A. A pull strategy involves an attempt to sell into channel intermediaries (e.g. retailers) and is dependent on personal selling and trade promotions.
 - B. A pull strategy involves bypassing intermediaries to communicate to consumers directly.
 - C. A pull strategy involves motivating customers to seek out product in an active process.
 - D. A pull strategy involves small promotional expenditure throughout the duration of an advertising campaign, due to product unsuitability to advertising campaigns

16. The followings are example of pull tactics, **EXCEPT** _____.
- A. word-of-mouth referrals
 - B. mass media promotion
 - C. point-of-sale displays
 - D. sales promotions and discounts
17. In an online market, which of the following is less likely to occur than in a traditional market?
- A. Brand switching
 - B. True brand loyalty
 - C. Purchase of goods
 - D. Price as a choice criteria
18. Where publicity is generated from word of mouth recommendations on the Internet or email, this is referred to as which of the following?
- A. Spam mail
 - B. E-mail publicity marketing
 - C. Viral marketing
 - D. Review marketing
19. The followings are the nature of the hospitality sales, **EXCEPT** _____.
- A. prospecting
 - B. targeting
 - C. selling
 - D. buying

20. Which of the followings is referring to the objective of the sale force?
- A. Locating and cultivating new customers.
 - B. Providing information regarding company's product and services.
 - C. Assist sales force members to plan and execute their sales program.
 - D. Conduct market research and intelligent work.

PART B (40 MARKS)
SHORT-STRUCTURED QUESTIONS.

INSTRUCTION: Answer ALL Questions. This section consists of TEN (10) questions. Please use answer booklet provided.

1. Give **TWO** (2) basic concepts of sales and marketing.
(2 marks)

2. Define service. Identify **FOUR** (4) characteristics of service.
(5 marks)

3. List **FIVE** (5) factors of Marketing Environment.
(5 marks)

4. Briefly explain **THREE** (3) factors influences consumer behavior.
(6 marks)

5. Give example for each of the followings:
i) Geographic variables
ii) Demographic variables
(2 marks)

6. Identify the **FIVE** (5) steps in new product development process.
(5 marks)

7. Briefly discuss **THREE** (3) types of pricing strategies. (6 marks)
8. Give **TWO** (2) reasons why advertising is important. (2 marks)
9. List **FIVE** (5) types of electronic marketing. (5 marks)
10. Give **TWO** (2) sales positions of hospitality industry. (2 marks)

PART C (40 MARKS)
LONG-STRUCTURED QUESTIONS.

INSTRUCTION: Answer ALL Questions. This section consists of FOUR (4) questions. Please use answer booklet provided.

1. Explain sales and marketing. Discuss **FOUR** (4) differences between sales and marketing.
(10 marks)

2. As hospitality marketing manager, apply the market segmentation decision process in choosing a high potential market to be potential consumer.
(10 marks)

3. Your manager has assigned you as a salesperson to sell new product to the company client. Apply the personal selling process with the guidance of appropriate diagram.
(10 marks)

4. Based on your understanding, explain **FIVE** (5) characteristics a good sales representative.
(10 marks)

END OF QUESTION PAPER

