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Universiti Tun Hussein Onn Malaysia

UNIVERSITI TUN HUSSEIN ONN MALAYSIA

**FINAL EXAMINATION
(TAKE HOME)
SEMESTER II
SESSION 2019/2020**

**COURSE NAME : HOSPITALITY MARKETING/ HOSPITALITY &
TOURISM MARKETING**
COURSE CODE : BBP 37503 / BBP37003
PROGRAMME : BBC
DATE : JULY 2020
DURATION : 3 HOURS
INSTRUCTION : ANSWER ALL QUESTIONS

THIS QUESTION PAPER CONSISTS OF TWO (2) PAGES

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TERBUKA

- Q1. There are steps in Marketing Segmentation, Marketing Targeting and Market Positioning.
- a. Define each one of the terminologies.
 - b. Explain in a brief and simple sentence an example of each terminology.
 - c. Find what are the market segments done by the hotel industry - List down what are the segment in hotel industry.
 - d. Elaborate each of the segmentations of hotel business with example like brandname, description and customer segment.

(40 marks)

- Q2. Marketing strategy is an ongoing process of making decisions, implementing them, ensure their effectiveness over time. In terms of its time requirements, strategic evaluation is far more demanding than planning. Evaluation and Control are concerned with tracking performance. Assume that you are working with a marketing company in hospitality field, sketch and design an Evaluation and Control procedure which includes all the principles of marketing strategy.

(40 Marks)

- Q3. Major Challenge faced by hospitality industries today are ;
- a. Globalization
 - b. Technology

Discuss the good opportunities that affect the hotel businesses comes from the both aspects. Give some examples in your opinions.

(20 Marks)

-END OF QUESTIONS-