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Universiti Tun Hussein Onn Malaysia

**UNIVERSITI TUN HUSSEIN ONN MALAYSIA**

**FINAL EXAMINATION  
SEMESTER I  
SESSION 2018/2019**

COURSE NAME : HOSPITALITY AND TOURISM  
MARKETING

COURSE CODE : BBP 37203

PROGRAMME CODE : BBC

EXAMINATION DATE : DECEMBER 2018 / JANUARY 2019

DURATION : 3 HOURS

INSTRUCTION : ANSWER **FOUR** QUESTIONS ONLY

THIS QUESTION PAPER CONSISTS OF **THREE (3)** PAGES

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**Q1** Marketing mix 4C's is an alternative to the marketing mix 4P's. While the 4P's is the marketing mix in terms of business, 4C's is a mix from a customer's perspective

(i) Name the 4C's in marketing mix which corresponds to the marketing mix 4P's

(8 marks)

(ii) The marketing challenge is creating new customers and turning these new customers into repeat customers. Discuss briefly with examples the firm's strategy to persuade and build relationship with customers.

(17 marks)

**Q2** (i) Define Marketing Information System (MIS)

(3 marks)

(ii) List and explain (three ways) to develop marketing information

(9 marks)

(iii) Discuss stages in marketing research process

(13 marks)

**Q3** "One of the tools and ways used for promoting products and services is online marketing"

(i) Give (five) advantages by selling products and services through online marketing

(10 marks)

(ii) Explain and give one example how the product reach customer through online marketing medium.

(15 marks)

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- Q4** “Three broad categories of distribution strategies for manufactured goods can be applied to hospitality services”
- (i) Identify and explain briefly (three) categories of distribution strategies (9 marks)
  - (ii) Explain (five) types of promotion mix and give examples (16 marks)
- Q5** “A good marketing plan requires a great deal of information from many different sources. It is the best strategy to market the products, places and services.”
- (i) List down (three) characteristics of marketing plan (3 marks)
  - (ii) SWOT analysis is one of the most important element in marketing plan structure. Discuss it by relating an example of any service in hospitality industry. (22 marks)
- Q6** According to Morrison (2010), services marketing “is a concept based on a recognition of the uniqueness of all services; it is a branch of marketing that specifically applies to the service industries”
- (i) Name the 8P’s in service marketing mix (8 marks)
  - (ii) Choose any 4P’s and discuss these components in relation with Ramly Food Processing Sdn Bhd. (17 marks)

- END OF QUESTION -

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