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UNIVERSITI TUN HUSSEIN ONN MALAYSIA

**FINAL EXAMINATION
SEMESTER I
SESSION 2019/2020**

COURSE NAME : TOURISM & HOSPITALITY
MARKETING
COURSE CODE : BBP 37203
PROGRAMME : BBC
EXAMINATION DATE : DECEMBER 2019/JANUARY 2020
DURATION : 2 HOURS
INSTRUCTION : A) ANSWER ALL QUESTIONS
B) YOU ARE NOT ALLOWING
TO BRING OUT THE
QUESTION PAPER FROM
THE EXAMINATION HALL

THIS QUESTION PAPER CONSISTS OF **TWELVE (12)** PAGES

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- Q1** The following explanation describe the process of marketing,
- A. It involves the steps of planning, researching, implementing, controlling and evaluating activities that designed to satisfy the customers' needs and wants.
 - B. It involves the step of planning, researching, implementing, controlling and evaluating activities that designed to satisfy the customers' needs and wants and meets the organization's objectives.
 - C. It involves the step of planning, researching, implementing, controlling and evaluating activities that designed to attract and satisfy the returning customers' needs and wants
 - D. It involves the step of planning, researching, implementing, controlling and evaluating activities that designed to obtain maximum profit for the organization
- Q2** Marketing is a and process.
- A. cost, non profitable
 - B. human intensive, worthless
 - C. continuous, sequential
 - D. optional, separated
- Q3** results because no two customers are precisely alike. Each will have unique demands or experience the service in a unique way.,
- A. Homogeneity
 - B. Disharmony
 - C. Heterogeneity
 - D. Tangibility
- Q4** Which of the following products is an example of intangible dominant?
- A. car rental agency
 - B. math tutoring
 - C. a funeral
 - D. steakhouse

- Q5** Which of the following is not a hospitality product,
- A. a plate of chicken chop
 - B. a standard hotel room
 - C. a spa and massage package
 - D. a plate and pot production
- Q6** The following statement is not the fundamental differences between physical goods and services.
- A. Tourism products are tangible.
 - B. Tourism services are intangible
 - C. Hospitality production and distribution are separated from their consumption.
 - D. Hospitality services are homogenous
- Q7** The variability in experiences of dinner in a restaurant may be affected by the following, except,
- A. the amount of money in his pocket
 - B. location of the restaurant
 - C. the professionalism of the service provider
 - D. the decoration of the restaurant
- Q8** Tan is working as a restaurant waiter. He is applying for a leave to attend a personal event. He wrote in his application form the reason to support his application as "Do not worry, I will save my service for tomorrow." Tan was wrong to say that because
- A. the grammar was not correct.
 - B. services are perishable.
 - C. no replacement to take over Tan's duty
 - D. the restaurant has a full booking on that day.

- Q9** Menu item of similar restaurants can be very homogenous, as such, service quality of that particular restaurant can be the main to identify their
- A. factor, superiority
 - B. defferentiator, heterogeneity
 - C. element, name
 - D. value, location
- Q10** The following statements explain the importance of service marketing, except,
- A. retent return customer
 - B. service providers are sharing same pool of customer
 - C. the incurrance of 6% service tax require provider to invest on service marketing.
 - D. Service marketing require customer research and consequently provider can provide quality service to targeted customer.
- Q11** Tourism marketing planning can adopt the PRICE concept for strategic planning. PRICE stands for,
- A. Price, Resource, Incorporate, Control, Efficient
 - B. Pattern, Research, Integrate, Cooperate, Evaluate
 - C. Plan, Research, Implement, Control, Evaluate
 - D. Plan, Reverse, Integrate, Conpile, Encode.
- Q12** During the PRICE tourism marketing concept, the objective of the “C” steps is to identify
- A. how do we make sure we get to the target customer
 - B. where are we now
 - C. how do we get there
 - D. where would we like to be

Diagram Q13 is for Q13 and Q14

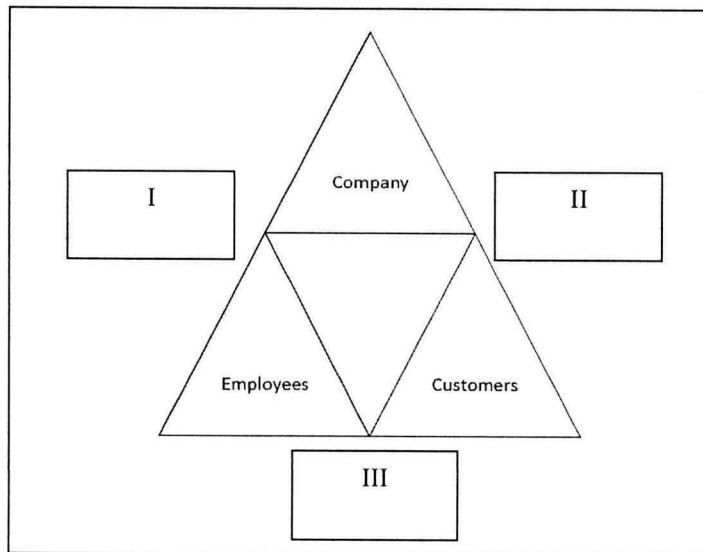


Diagram Q13 Service Marketing Triangle

Q13 Diagram Q13 is a Service Marketing Triangle introduced by Morrison 2010 Complete the missing terms for I, II, III

- A. Staff Benefit, Product Benefit, Customer Feedback
- B. Internal marketing, External marketing, Interactive marketing
- C. Inward, Outward, Fundamental
- D. Intangible, Perishable, Inseparable

Q14 Diagram Q13 identified the relationship between the company and the employees in a service marketing triangle. What are the responsibilities of the company to their employees?

- I. Provide service related training
 - II. Establish positive service culture
 - III. Establish effective internal communication
 - IV. Encourage employees to deliver on the promise to the customer
- A. I and II
 - B. II, III and IV
 - C. I, III, and IV
 - D. I, II III and IV

- Q15** The following statements describe the fundamental differences of services to physical goods.
- I. transfer of ownership is not possible
 - II. tangible
 - III. cannot be stored
 - IV. heterogeneous
 - V. it is a process
- A. I, II and III
 - B. I, and V
 - C. I, II, III and IV
 - D. I, III, IV and V
- Q16** Which of the following is not an element of **physical evidence** of the Marketing Mix?
- A. Employee's dress
 - B. Employee Training
 - C. Equipment
 - D. Facility Design
- Q17** Which of the following is not an element of **"PEOPLE"** of the Marketing Mix?
- A. Customer Training
 - B. Flow of activities
 - C. Teamwork
 - D. Motivation
- Q18** is the difference between customer expectations and perceptions.
- A. Customer Delight
 - B. Customer Satisfaction
 - C. Customer Gap
 - D. Customer Indifference

- Q19** Intangibility, Perishability, Inseparability & Variability are the characteristics of ,
- A. A bowl of Lontong
 - B. A fine dining service provided by a restaurant
 - C. A bottle of 100 Plus carbonated drink
 - D. A delicious home cooked fried prawn mee.
- Q20** Name the traditional product marketing mix described by Morrison 2010,
- A. Product, place, price, promotion
 - B. Price, people, promotion, production
 - C. Product, physical location, price, people
 - D. Price, Price, Price, Price
- Q21** Morrison 2010 expanded the traditional marketing mix from four to eight, by adding the following to the actual four.
- A. Physical Evidence, People, Programming, Partnership
 - B. Physical Evidence, Price, Partnership, Promotion
 - C. People, Programming, Promotion, Price
 - D. Programming, People, Place, Physical Evidence
- Q22** What is the purpose of the service marketing mix?
- A. To declare as company tangible expenses for tax reduction
 - B. To establish a network of social communication
 - C. To communicate with the customer through a channel
 - D. To enable the product and service provider to reach his selected markets
- Q23** A seaside resort is planning a yearly budget to invest on the element of Programming within the Marketing Mix for 2020. These are some of the related activities that can be included into the programming list,
- I. Organizing birthday for targeted customer
 - II. Cultural festival package for the various race
 - III. Promoting a all inclusive family package with flexible alteration
 - IV. 3+1 stay in the resort with a complementary dinner
- A. I, II and III
 - B. II, III and IV
 - C. III and IV only
 - D. All of the above.

- Q24** Integrated Marketing Communication (IMC) is best describe as,
- A. be selective of the Marketing Mix to advoid over expense.
 - B. planning and coordinating all the promotional mix elements with consistency and mutually supportive as possible.
 - C. communicating effectively within the implemntation of the product and service marketing mix.
 - D. mixing the appropriate elements from the 8ps Marketing Mix to selected market.
- Q25** Marketing Research for service is differ from product. Identify two major differences from the following list.
- I. Service quality measurement has to be carried out several times to give a meaningful results.
 - II. The process under which services are provided may vary.
 - III. Service incur higher cost then selling of product
 - IV. The quality of service is not affected by the variation of customer expectations.
- A. I and II
 - B. II and III
 - C. III and IV
 - D. I and IV
- Q26** During marketing research for food and beverage business, one has to conduct research to assess targeted market's spending habits and preferences. Why?
- A. To understand how much they earn every month
 - B. To collect data on the backgroud history of their growing up experiences and hence identify their eating pattern
 - C. To gain undestanding of how much they spend on food and beverage and identify their likes or dislikes about the food and beverage
 - D. To gather information about the quality of food and beverage that has the most marketing value and improve immediately to avoid major losses.
- Q27** Modern Marketing applied STP strategy approach and it is the second most popular marketing model. STP stands for,
- A. Segmentation, Targeting and Positioning
 - B. Space, Time and People
 - C. Square, Triangle and Pentagon
 - D. Standard, Targeting and Price

- Q28** Psychological Positioning is a strategy employed to create a unique product image with the objective of creating interest and attracting customers. There are two kinds of psychological positioning in marketing: Objective and Subjective Positioning. Listed below are the characteristic of Subjective Positioning except,
- A. Presenting an “image” of a product to the customer that reflects the physical aspects of the product
 - B. Subjective Positioning rely on customer’s perception on the product and the perception does not necessarily reflect the true product nature.
 - C. Subjective Positioning of a product includes prestige, service quality and guest experience.
 - D. Subjective Positioning demands the product to be unique in nature but not necessary to differentiate it from the competition.
- Q29** Listed below are some of the characteristics that applied to services in general except,
- A. The customer is present at the time of both production and service.
 - B. Restaurant that offer conventional food service, there is a big time delay between production of the meal and service to the customer.
 - C. In the cook freeze, cook-chill and sous-vide operation, the customer only present during the last stage of production.
 - D. The customer of the restaurant is involved in the creation of the service.
- Q30** During the reataurant service, the service product is consumed at the point of production except takeaway food, because
- A. Takeaway incurred extra cost for the packaging.
 - B. The food is taken away for consumption
 - C. The person who take away food and the person who consume may be different.
 - D. The takeaway operation will be unhappy if the food is consume on the spot.
- Q31** Restaurant Tan Cuisine can accomodate 100 covers at any one time. But the restaurant has more than 40% vacant today, can they keep the seat for tommorow and why?
- A. No, nobody will come tommorow
 - B. Yes, the seat will still be new by tommorow
 - C. No, because service are perishable.
 - D. Yes, more promotion will have 100% occupancy



Q32 What is Market Segmentation?

- A. Market Segmentation is the identification of a group or groups of customer within an organization’s total market.
- B. Market Segmentation is the grouping of customer above 60 years old.
- C. Market Segmentation is the effort to employ qualified staff.
- D. Marketing Segmentation is the drawing on the map for customer recognition.

Q33 The following diagram will be created at as granular a level as possible to provide insight and guidance for the entire organization and ensure a cohesive investment strategy by synchronizing priorities and tasks, This diagram is call



- A. Spider Diagram
- B. Triangular Diagram
- C. Marketing Diagram
- D. MA Diagram

Q34 The marketing and the sales departments have always wondered about the right marketing formular for a business. They will try to identify a right combination of the different strategies. This combination is referred to as the

- A. Tried Combination
- B. Final Combination
- C. Market Segmentation
- D. Marketing Mix

Q35 The following statement is most correct about Restaurant Marketing,

- A. It increase visibility to the general public.
- B. It attract new customers and boost sales revenue.
- C. It may succeed at retaining existing customers if new promotional offer been marketed.
- D. All of the above.



- Q36** The concept of the product life cycle (PLC) consists of four stages that form an S-shape curve and are usually described as
- A. Introduction, Promotion, Pricing, Production
 - B. Introduction, Growth, Maturity, Decline.
 - C. Intervention, Planning, Production, Promotiono, because service are perisha
 - D. Production, Launching, Communication, Selling
- Q37** The following charateristics contribute to the stage of the PLC.
- Cost are lower.
 - Sales growth is rapid as the market expands
 - Profitability can be at its highest
 - Competition starts to enter the market
- A. production
 - B. introduction
 - C. growth
 - D. profitable
- Q38** Within the Product Life Cycle for a restaurant, the sales of the product may also affected during the declining stage. The following activities can be planned and launched to extend the life cycle of the menu item.
- I. New menu
 - II. Innovation in menu item
 - III. New promotional campaign
 - IV. Reinvent its marketing strategy
- A. I and II only
 - B. II and III only
 - C. III and IV only
 - D. All of the above

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- Q39** What are the reasons for an operation to use sales promotion?.
- I. To increase the average spend by customers and thereby increase the sales revenue
 - II. To promote a new product being featured by the operation.
 - III. To aid as a reminder during a long term advertising campaign.
 - IV. To celebrate a special event.
 - V. To package together menu items at an attractive price.
- A. I, II and III only
 - B. I, II, and IV only
 - C. I, III, IV and V only
 - D. All the above
- Q40** Which of the following are the benefits of using internet marketing for a restaurant.
- I. Expanding the scope of restaurant exposure.
 - II. A website can provide more information to the potential customer
 - III. The web is a less expensive medium
 - IV. Capable of providing a wider and deeper material to the customer
 - V. A database can be developed for further communication.
- A. I, II and III only
 - B. II, III and IV only
 - C. I, III, IV and V only
 - D. All of the above

End of Questions

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