



BERJAYA BUSINESS SCHOOL

FINAL EXAMINATION

Student ID (in Figures) :

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Student ID (in Words) :

Subject Code & Name : **BGN1304 Marketing for the Service Industry**
 Semester & Year : January-April 2016
 Lecturer/Examiner : Assoc. Professor Dr. Mazirah Yusoff
 Duration : 3 Hours

INSTRUCTIONS TO CANDIDATES

1. This question paper consists of 2 parts:

PART A (40 marks) : FOUR (4) short-answer questions. Answer ALL questions. Answers are to be written in the Answer Booklet provided.

PART B (60 marks) : THREE (3) essay questions. Answer ALL questions. Answers are to be written in the Answer Booklet provided.

2. Candidates are not allowed to bring any unauthorized materials except writing equipment into the Examination Hall. Electronic dictionaries are strictly prohibited.
3. This question paper must be submitted along with all used and/or unused rough papers and/or graph paper (if any). Candidates are NOT allowed to take any examination materials out of the examination hall.
4. Only ballpoint pens are allowed to be used in answering the questions, with the exception of multiple choice questions, where 2B pencils are to be used.

WARNING: The University Examination Board (UEB) of BERJAYA University College of Hospitality regards cheating as a most serious offence and will not hesitate to mete out the appropriate punitive actions according to the severity of the offence committed, and in accordance with the clauses stipulated in the Students' Handbook, up to and including expulsion from BERJAYA University College of Hospitality.

Total number of pages = 3 (Including the cover page)

PART A : SHORT-ANSWER QUESTIONS (40 MARKS)

INSTRUCTION : **FOUR (4)** short-answer questions. Answer **ALL** questions. Answers are to be written in the Answer Booklet provided.

Question 1

Contrast between the selling concept and the marketing concept.

(10 marks)

Question 2

Discuss **TWO (2)** macro environmental forces and **TWO (2)** micro environmental forces that could influence a retail store.

(10 Marks)

Question 3

The sampling procedure involves selecting either a probability sample or a non-probability sample as part of your sampling plan. Differentiate between the two methods.

(10 marks)

Question 4

Analyze **FOUR (4)** ways in which services offered by marketers differ from physical goods.

(10 marks)

END OF PART A

PART B : ESSAY QUESTIONS (60 MARKS)

INSTRUCTION: THREE (3) essay questions. Answer **ALL** questions. Answers are to be written in the Answer Booklet.

Question 1

Analyze the core concepts of marketing, highlighting companies that are adopting the concepts successfully to reach and make their customers satisfied.

(20 marks)

Question 2

Assume you are the Marketing Director of a fitness centre. Develop your Segmentation, Targeting and Positioning strategy to achieve competitive advantage.

(20 marks)

Question 3

Propose how a hotel operator could develop an efficient and effective advertising campaign.

(20 marks)

END OF EXAM PAPER