



## BERJAYA BUSINESS SCHOOL

### FINAL EXAMINATION

Student ID (in Figures) : 

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Student ID (in Words) : \_\_\_\_\_  
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Subject Code & Name : **BGN1304 Marketing for the Service Industry**  
Semester & Year : January – April 2017  
Lecturer/Examiner : Joseph Choe Kin Hwa  
Duration : 3 Hours

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#### INSTRUCTIONS TO CANDIDATES

1. This question paper consists of 2 parts:  
PART A (25 marks) : TWENTY FIVE (25) multiple choice questions. Shade your answers in the Multiple Choice Answer sheet in the Answer Booklet provided. You are advised to use a 2B pencil.  
PART B (75 marks) : FIVE (5) essay questions. Answer ALL of the 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 = 8 (Including the cover page)**

**PART B : ESSAY QUESTIONS (75 MARKS)**

**INSTRUCTION(S)** : Answer all **FIVE (5)** questions. Write your answers in the Answer Booklet(s) provided.

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**Question 1**

Some firms have sought success by buying land, building a factory, equipping it with people and machines, and then making a product they believe buyers need. However, these firms frequently fail to attract customers with what they have to offer because they define their business as “making a product” rather than as “helping potential customers satisfy their needs and wants.”

Explain the evolution of the marketing orientation using relevant examples.

(15 marks)

**Question 2**

Examine how a newly married couple would make their buying decision in choosing a honeymoon destination.

(15 marks)

**Question 3**

Information needed by marketing managers can be obtained from internal data. Critically discuss **FIVE (5)** sources of internal data.

(15 marks)

**Question 4**

Product life cycles follow a similar trajectory to biological life cycles, progressing from birth to death. Using a diagram, illustrate the concept of the product life cycle.

(15 marks)

### Question 5

Several promotional methods can be used to communicate with individuals, groups, and organisations. When an organization combines specific methods to manage the integrated marketing communications for a particular product, that combination constitutes the promotion mix for that product.

Suggest any **THREE (3)** possible methods of a promotion mix for a fast food restaurant and evaluate the pros and cons for each of the method.

(15 marks)

**END OF QUESTION PAPER**