



BERJAYA BUSINESS SCHOOL

FINAL EXAMINATION

Student ID (in Figures) :

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Student ID (in Words) : _____

Subject Code & Name : **BHM2301 Consumer Behaviour in Hospitality**
Semester & Year : January – April 2017
Lecturer/Examiner : Joseph Choe Kin Hwa
Duration : 3 Hours

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.

Question 1

In general, consumer research helps marketers to develop product-specific plans, as well as broader strategies for market segmentation, targeting, and positioning, and to make decisions about the components of the marketing mix.

Critical analyse **THREE (3)** marketing implication of consumer research in developing and implementing customer-oriented strategy.

(15 marks)

Question 2

Critically evaluate **THREE (3)** tools available to research and get information on consumer behaviour.

(15 marks)

Question 3

Illustrate the application of the information-processing memory systems for a marketing campaign that influences how a consumer could remember the brand or products.

(15 marks)

Question 4

Using the tri-component attitude model, explain the possible tourist's attitude toward visiting Genting Resorts in Singapore.

(15 marks)

Question 5

Consumer behaviour refers to studies on individuals, groups or organisations and the process they all go through while consuming products and services. Explain the **FIVE (5)** major steps in decision-making process for a customer who intent to purchase a tour package.

(15 marks)

END OF QUESTION PAPER