



BERJAYA BUSINESS SCHOOL

FINAL EXAMINATION

Student ID (in Figures) :

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Student ID (in Words) : _____

Course Code & Name : **DGN2305 Hospitality and Tourism Marketing**
Trimester & Year : January – April 2018
Lecturer/Examiner : Joseph Choe Kin Hwa
Duration : 2 Hours

INSTRUCTIONS TO CANDIDATES

1. This question paper consists of 2 parts:
PART A (30 marks) : THIRTY (30) 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 (70 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 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.

Total Number of pages = 8 (Including the cover page)

PART B : ESSAY QUESTIONS (70 MARKS)

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

Question 1

Macro-environmental forces shape opportunities and pose threats to the company. Briefly explain the **FIVE (5)** macro-environmental forces.

(10 marks)

Question 2

Discuss the **FIVE (5)** steps of the marketing process..

(15 marks)

Question 3

Describe the **FIVE (5)** stages of consumer decision-making process and listing them in the proper order.

(15 marks)

Question 4

Q-Meal is a new business in the frozen food industry. It produces frozen foods such as pizza, curry puffs and chicken nuggets to meet the needs of busy working people. Discuss any **THREE (3)** methods Q-Meal could apply to set the initial price of the product.

(15 marks)

Question 5

Mr. Samuel Moo is opening a new hotel called the Hotel Savvy Malaysia. He wants to manage the risk of launching a new hotel more effectively, whilst simultaneously maximising the sales and profits. Explain to Mr. Samuel on the application of Product Life Cycle (PLC) in managing his new hotel.

(15 marks)

END OF QUESTION PAPER