



BERJAYA BUSINESS SCHOOL

FINAL EXAMINATION

Student ID (in Figures) :

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Student ID (in Words) :

Subject Code & Name : **BGN1304 Marketing for Service Industry**
 Semester & Year : September - December 2016
 Lecturer/Examiner : Leon Siew Lin
 Duration : 3 Hours

INSTRUCTIONS TO CANDIDATES

- This question paper consists of 2 parts:
 - PART A (30 marks) : Answer all THIRTY (30) multiple choice questions. Answers are to be shaded in the Multiple Choice Answer Sheet provided.**
 - PART B (20 marks) : Answer all TWO (2) short answer questions. Answers are to be written in the Answer Booklet provided.**
 - PART B (50 marks) : Answer all TWO (2) case study questions. Answers are to be written in the Answer Booklet provided.**
- Candidates are not allowed to bring any unauthorized materials except writing equipment into the Examination Hall. Electronic dictionaries are strictly prohibited.
- 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.
- 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

: SHORT ANSWER QUESTIONS (20 MARKS)

INSTRUCTION(S)

: Answer all **TWO (2)** questions. Write your answers in the Answer Booklet(s) provided.

1. (a) Define Market Segmentation? (3 marks)
- (b) List the **seven (7)** types Market Segmentation. (7 marks)
2. (a) Explain demographic segmentation. (3 marks)
- (b) Give **three (3)** examples of the classification of demographic segmentation. (3 marks)
- (c) Describe the benefits of demographic segmentation. (4 marks)

END OF PART B

PART C**: CASE STUDY (50 MARKS)****INSTRUCTION(S)**

: Answer all **TWO (2)** questions. Write your answers in the Answer booklet(s) provided.

1. Sam and Sim are brothers and they had just started a new business. They are graduates from the Harvard Business School. They thought instead of being an employee, they will launch fresh vegetables in Malaysia markets. Having learnt of the future conventional foods, they decided to venture into organic tomatoes.

Organic tomatoes are known to be the best alternative food for vegetarians. Sam and Sim have to raise funds by using mass production. However, the first trial batch of the organic tomatoes that they produced was bought by Novastar Hotel in Malaysia and then the hotel will placed orders for supply of 20 kgs every day. Now organic tomatoes industry is managed by small entrepreneurs, like Sam and Sim. Another big player Heng Guat Sdn Bhd, equipped with cold storage facility was more interested in the export market. Sam and Sim have set their target very high too. They aim to sell tomatoes in a very big way all over Malaysia. Tomatoes have a huge market potential and is a perishable food.

- (a) Advise Sam and Sim as how to increase the consumer awareness about the use of organic tomatoes to replace some of the food served. (15 marks)
- (b) Illustrate the appropriate distribution channel for the organic tomatoes. (10 marks)
2. Based on the above case study, the company would also need to consider the following factor:
- Promotional Mix
 - Pricing
- (a) Suggest the promotional mix that the company can adopt to further create awareness to grow the business. (10 marks)
- (b) Discuss the pricing methods which can be adopted by Sam and Sim to price the organic tomatoes. (15 marks)

END OF EXAM PAPER