

**SCHOOL OF HOSPITALITY****FINAL EXAMINATION**

Student ID (in Figures) : 

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Student ID (in Words) : \_\_\_\_\_  
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Subject Code & Name : **BHM 2301 Consumer Behaviour in Hospitality**  
Semester & Year : May - August 2016  
Lecturer/Examiner : Mr. Najmi Abdullah  
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. Answers are to be written in Answer Booklet provided.  
PART B (75 marks) : FIVE (5) short answer questions. Answer ALL the questions.
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 A : TWENTY-FIVE (25) MULTIPLE-CHOICE QUESTIONS (25 MARKS)**

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

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**END OF PART A**

**PART B : FIVE (5) SHORT ANSWER QUESTION (75 MARKS)**

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

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1. Failure to achieve a goal may result in frustration. Some adapt; others adopt defense mechanisms to protect their ego. Describe 3 defense mechanisms that consumers use when they get frustrated. (15 marks)
2. When looking at perception and consumer behaviour one of the areas studied is the *Just Noticeable Difference (j.n.d.)*.
  - a. Briefly explain the *j.n.d.* and its implications for changes in advertising messages, packaging or products. (9 marks)

Below you see an image of the famous Heinz Tomato Ketchup before and after the change in packaging.



**BEFORE**



**AFTER**

- b. Discuss how the *j.n.d.* has been used in this change of packaging. (6 marks)
3. Analyse why attitudes are not easy to change and describe one strategy to change attitudes using an example. (15 marks)

4. Controversy started brewing at Hong Kong Disneyland even before the park opened in fall 2005. At Disney theme parks around the world, weddings and wedding receptions are a profitable business. Disney is planning to offer shark's fin soup as an option on wedding reception menus at Hong Kong Disneyland.

Clearly, Disney wants to show its appreciation for Chinese traditions, and claims that it is doing nothing more than following local standards – the dish is considered an essential part of a Chinese wedding banquet, and can be priced at up to U\$150 at the best restaurants. However, environmental groups from all over the world are up in arms over the prospect of Disney serving this soup, which points out a difference between Chinese and Western traditions.

Although shark's fin soup has been a Chinese favourite for 200 years, some environmental groups are concerned that China's increasing wealth has led to a greater appetite for rare species. For example, Hong Kong authorities recently stopped a shipment of 1,800 freeze-dried penguins that were being smuggled into mainland China. Some animal advocates are afraid that down the road the entire species could be threatened. (*Schiffman & Kanuk 2010*)

- a. Based on the fact that Disney is a Global Brand, discuss the effect that putting shark's fin soup may have on tourists coming to Disney's theme park in Hong Kong and other Disney theme parks worldwide. (10 marks)
  - b. As a member of the top management at the Walt Disney Company, do you keep or delete shark's fin soup from the wedding banquet menu at Hong Kong Disneyland? Justify your decision. (5 marks)
5. There are **THREE (3)** factors that increase search by consumers: product factors, situational factors and consumer factors. Analyse the three factors and give an example based for each. (15 marks)

**END OF EXAM PAPER**