



BERJAYA BUSINESS SCHOOL

FINAL EXAMINATION

Student ID (in Figures) :

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Student ID (in Words) :

Subject Code & Name : **BGN1304 Marketing for the Service Industry**
Semester & Year : May – August 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 = 7 (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

The marketplace is dramatically different from even 10 years ago, with new marketing behaviours, opportunities, and challenges emerging. Discuss the changing marketing landscape. (15 marks)

Question 2

You own an elegant, high-priced restaurant in your area and want to improve the level of service offered by your 30-person staff. Describe how marketing research could help you accomplish this goal. (15 marks)

Question 3

A decision to use the market segmentation strategy should rest on **FIVE (5)** important criteria that affect profitability and sustainability. Discuss these criteria. (15 marks)

Question 4

Using the concept of the product life cycle, examine how a hotel manages its products from going into the decline stage. (15 marks)

Question 5

The marketing communications mix consists of **FIVE (5)** unique tools of communication. Explain the characteristics of each of the communication tools. (15 marks)

END OF QUESTION PAPER