



## BERJAYA BUSINESS SCHOOL

### FINAL EXAMINATION

Student ID (in Figures) : 

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Student ID (in Words) : \_\_\_\_\_  
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Course Code & Name : **BGN1304 Marketing for the Service Industry**  
Trimester & Year : May – August 2018  
Lecturer/Examiner : Joseph Choe Kin Hwa  
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. 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 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 = 7 (Including the cover page)**

**PART A : MULTIPLE CHOICE QUESTIONS (25 MARKS)**

**INSTRUCTION(S)** : Questions 1-25 are multiple choice questions. Shade your answers in the Multiple Choice Answer Sheet provided. You are advised to use a 2B pencil.

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1. Which of the following concept refers to the idea that achieving organisational goals will depend on determining the needs and wants of the target market?
  - a. Product concept
  - b. Operational concept
  - c. Marketing concept
  - d. Pricing concept
2. Relationship marketing is a process where marketers work at building relationships with customers, distributors, dealers and:
  - a. competitors.
  - b. suppliers.
  - c. trade associations.
  - d. managers.
3. The fact that services cannot be seen, tasted, felt, or smelled relates to which service characteristic?
  - a. Perishability.
  - b. Inseparability.
  - c. Variability.
  - d. Intangibility.
4. Studies have shown that the **BEST** way to deal with service failure is to:
  - a. replace the unhappy customer with a happier one.
  - b. give the unhappy customer timely information regarding the failure.
  - c. ignore the failure in the hopes the customer will forget about it.
  - d. refund the customer's money whenever a failure occurs.
5. A theme park employee's uniform or a restaurant's fancy front lobby are a means of:
  - a. tangibilising the service.
  - b. creating overly high expectations on the part of the customer.
  - c. overspending on the part of the service provider.
  - d. paying attention to the perishability of the service.

6. The **FIRST** stage of the environmental scanning process is:
- a. collecting data.
  - b. determining how information will be collected.
  - c. determining the areas that need to be monitored.
  - d. implementing the plan.
7. The \_\_\_\_\_ consists of the forces close to the company that affect its ability to serve its customers.
- a. marketing environment
  - b. legal environment
  - c. macro-environment
  - d. micro-environment
8. The single **MOST** important element in any hospitality information system is a process for:
- a. forecasting sales.
  - b. acquiring employee information.
  - c. capturing guest history information.
  - d. doing primary research.
9. Which statement about guest comment cards below is **FALSE**?
- a. They can be useful in spotting trouble areas.
  - b. If the process is not well thought out employees may selectively distribute the cards to guests they feel will have a positive response.
  - c. Often less than 50% of the hotel guests will fill them out.
  - d. If they are left in hotel rooms for customers to fill out, they reflect the opinions of the customers as a whole.
10. The **FIRST** stage of the buyer decision process is:
- a. evaluation of alternatives.
  - b. need recognition.
  - c. information search.
  - d. purchase decision.

11. The communication channel a company uses to convey its advertising messages from sender to receiver is called the:
- a. encoder.
  - b. medium.
  - c. communicator.
  - d. feedback.
12. Dividing buyers into groups based on their knowledge, usage, or frequency of purchase is called:
- a. geographic segmentation.
  - b. demographic segmentation.
  - c. behavioural segmentation.
  - d. psychographic segmentation.
13. In using a(n) \_\_\_\_\_ marketing strategy, a company ignores market segmentation and goes after the entire market with one market offer.
- a. differentiated
  - b. niche
  - c. concentrated
  - d. undifferentiated
14. The \_\_\_\_\_ product level answers the question of what is really being bought.
- a. facilitating
  - b. core
  - c. supportive
  - d. augmented
15. A(n) \_\_\_\_\_ is a name, sign, symbol, design or a combination of these, that identifies the producer of a product or service.
- a. value
  - b. service
  - c. brand
  - d. internal marketing

16. Marketers believe that firms should develop a USP for each brand and stick to it. What is a USP?
- a. Unique selling product
  - b. Unique services practice
  - c. Unique selling proposition
  - d. Unique strategic plan
17. When the Upper East Side Cafe provides gourmet menu options to its customers, as well as impeccable service which even allows the customer to hand-select his or her own cut of meat; \_\_\_\_\_ is(are) evident.
- a. a core benefit, an actual product, and an augmented product
  - b. both a core benefit and an augmented product
  - c. only an augmented product
  - d. only an actual product
18. Which of the following statements is **TRUE**?
- a. Excess capacity is a good reason to cut prices.
  - b. Today, yield management is used by everyone.
  - c. Business travellers are usually more price-sensitive than pleasure travellers.
  - d. Price points are rare if not non-existent in the hospitality industry.
19. Companies that sell their own products door-to-door use:
- a. a direct-marketing channel.
  - b. a single-middleman channel.
  - c. a two-level middleman channel.
  - d. a three-level middleman channel.
20. The **FIRST** step in selecting a location for setting up a hotel is:
- a. regional analysis.
  - b. selection of an area within a region.
  - c. selection of an individual site.
  - d. understanding the target market of the company.

21. When hospitality firms market to consumer markets, the **LEAST** used element of the promotion mix is:
- a. advertising.
  - b. personal selling.
  - c. sales promotions.
  - d. public relations.
22. \_\_\_\_\_ is a measure of the percentage of people in the target market who are exposed to an ad campaign over a given period of time.
- a. Penetration
  - b. Frequency
  - c. Impact
  - d. Reach
23. Research has shown that sales promotions yield faster and more measurable responses in sales than advertising does but do not tend to yield new \_\_\_\_\_ buyers in mature markets.
- a. fickle
  - b. loyal
  - c. short-term
  - d. long-term
24. All of the following are objectives of the sales promotion process **EXCEPT**:
- a. increasing short-term sales.
  - b. reducing negative publicity.
  - c. enticing customers to try a new product.
  - d. luring customers away from the competition.
25. Which of the following is **NOT** a typical marketing channel intermediary?
- a. Government agency
  - b. Retailer
  - c. Wholesaler
  - d. Agent

**END OF PART A**

**PART B : ESSAY QUESTIONS (75 MARKS)**

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

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**Question 1**

Explain the marketing process that creates exchanges and provide value to both the marketer and the customer.

(15 marks)

**Question 2**

Illustrate how a newly married couple would make their buying decision in choosing a honeymoon destination.

(15 marks)

**Question 3**

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

(15 marks)

**Question 4**

B-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. Suggest any **FOUR (4)** approaches B-Meal could apply to set the initial price of the product.

(15 marks)

**Question 5**

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

(15 marks)

**END OF QUESTION PAPER**