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**UNIVERSITI TUN HUSSEIN ONN MALAYSIA**

**FINAL EXAMINATION  
SEMESTER II  
SESSION 2023/2024**

- COURSE NAME : HOSPITALITY PROFESSIONAL DEVELOPMENT
- COURSE CODE : BBP17503
- PROGRAMME CODE : BBC
- EXAMINATION DATE : JULY 2024
- DURATION : 3 HOURS
- INSTRUCTIONS :
1. ANSWER ALL QUESTIONS
  2. THIS FINAL EXAMINATION IS CONDUCTED VIA
    - Open book
    - Closed book
  3. STUDENTS ARE **PROHIBITED** TO CONSULT THEIR OWN MATERIAL OR ANY EXTERNAL RESOURCES DURING THE EXAMINATION CONDUCTED VIA CLOSED BOOK

THIS QUESTION PAPER CONSISTS OF **FOUR (4)** PAGES

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**TERBUKA**

**Q1** “The tourism and hospitality industry need a more professional and dedicated workforce with interpersonal and intrapersonal skills in managing customer service”. This statement shows that these two skills are very important to an individual in his or her career development.

(a) Define and give 2 (two) examples of:

i) Interpersonal skill (5 marks)

ii) Intrapersonal skill (5 marks)

(b) Discuss four (4) elements of interpersonal communication and give an example based on the tourism and hospitality industry.

(8 marks)

(c) What is the perception process and explain three (3) steps in the perception process.

(7 marks)

**Q2** (a) Briefly explain the definition of communication and state the types of communication.

(5 marks)

(b) *Secawan Kopitiam* has received complaints from customers because the staff did not communicate well while taking orders. As a manager, you need to explain to the staff about good verbal communication skills to the customers. Describe five (5) types of good verbal communication skills while taking orders from customers.

(10 marks)

(c) Define the meaning of listening and hearing and elaborate what are the skills to improve good listening and communication in the hospitality industry.

(10 marks)

**TERBUKA**

**Q3** You are a trainer conducting a workshop on professionalism for employees of a multinational corporation in Kuala Lumpur, Malaysia. The workshop aims to enhance employees' understanding of professional behaviour in business meetings.

During the workshop, you present the following scenarios for discussion: (i) an employee interrupts a colleague during a meeting, unaware that it is considered rude in Malaysian culture; (ii) a team member arrives late to a meeting, causing disruption and signaling a lack of respect for others' time and (iii) a manager uses informal language and slang during a presentation, which is perceived as unprofessional by some team members.

Based on the above scenario, please answer all the questions below with a suitable answer.

(a) How can employees adapt their communication style and behaviour to be more professional in multicultural business settings?

(5 marks)

(b) What are the strategies for promoting a culture of professionalism and respect in a diverse workplace?

(5 marks)

(c) How can cultural intelligence enhance employees' ability to navigate cultural nuances and avoid misunderstandings in business meetings?

(5 marks)

(d) Discuss in detail five (5) potential advantages and five (5) disadvantages of having a good communication style.

(10 marks)

**TERBUKA**

- Q4** Company XYZ is a leading manufacturer of organic skincare products. Despite offering high-quality products, the company has been experiencing a decline in sales over the past year. After conducting market research, it was revealed that one of the main reasons for the decline is the lack of effective influence on consumers' decision-making processes. The company needs to revise a strategy to influence potential customers to choose their products over competitors' offerings. The primary objective is to develop a marketing strategy that effectively influences consumers' decision-making processes, ultimately leading to increased sales and market share for Company XYZ.

Based on the above scenario, please answer all the questions below with a suitable answer.

- (a) What are the key factors that contribute to the decline in sales of Company XYZ's organic skincare products?  
(3 marks)
- (b) How did Company XYZ conduct market research to understand consumer behaviour and preferences? List three (3) examples.  
(6 marks)
- (c) How did Company XYZ build credibility and trust with consumers? Provide three (3) examples of strategies that they can employ.  
(6 marks)
- (d) Discuss how Company XYZ could create emotional appeal in their marketing messages. List five (5) examples of the marketing message that Company XYZ could use as a marketing message to their customer.  
(10 marks)

- END OF QUESTIONS -

**TERBUKA**