



UTHM
Universiti Tun Hussein Onn Malaysia

UNIVERSITI TUN HUSSEIN ONN MALAYSIA

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

- COURSE NAME : HOSPITALITY MARKETING
- COURSE CODE : BBP 37503
- 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 **THREE (3)** PAGES

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- Q1** Market segmentation is the process of dividing a market into distinct groups of buyers who have different needs, characteristics, or behaviors that might require separate products or marketing strategies.
- (a) Describes three (3) basic criteria in market segmentation. (6 marks)
- (b) Briefly explain three (3) types of market segmentation and give appropriate examples for each type. (9 marks)
- (c) Analyze current trends in consumer behavior that affect marketing in the hospitality industry and give appropriate example. (10 marks)
- Q2** As a marketing manager in Citra Rasa company, you need to develop new business plan for a new branch in Kuala Lumpur.
- (a) By using the SWOT analysis, describe the tools for marketing analysis. (4 marks)
- (b) Briefly analyze the selection of theme that are suitable for the environment in Kuala Lumpur. (13 marks)
- (c) Choose any 4P's from 8P's of marketing mix and explain with appropriate examples how you plan and implement restaurant marketing activities to increase the sales. (8 marks)
- Q3** Consumer behavior is the way consumer choose, use, and behave after they purchase a product or service. There are several factors that influence consumer behavior. Discuss five (5) factors that influence consumer behavior with appropriate examples. (25 marks)
- Q4** The industrial revolution 4.0 (IR4.0) has changed a good reputation of the hospitality and tourism industry.
- (a) Discuss the good opportunities of IR4.0 in hospitality and tourism industry with suitable examples. (15 marks)

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- (b) Online privacy is important for e-commerce, while privacy is very important for electronic marketing in hospitality and tourism industry. Discuss, the strategic marketing applied by a company to ensures that customers' privacy is protected.

(10 marks)

- END OF QUESTIONS -

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