

SIR ARTHUR LEWIS COMMUNITY COLLEGE  
DIVISION OF TECHNICAL EDUCATION AND MANAGEMENT STUDIES

EXAMINATION SESSION : MAY 2005 Final Examination  
TUTOR(S) : Mrs. Joan Lansiquot-Ferdinand  
PROGRAMME TITLE(S) : HOSPITALITY STUDIES  
TRAVEL AND HOSPITALITY  
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CLASS(ES) : Year II  
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DURATION : 2 Hours  
INVIGILATOR(S) : Mrs Joan Ferdinand and Mr Willings Lamontagne  
ROOM(S) : HOS WI

#26



**INSTRUCTIONS**

**ANSWER ALL QUESTIONS**

NAME: \_\_\_\_\_

I.D : \_\_\_\_\_

PROGRAMME: \_\_\_\_\_



## SECTION 1 - OBJECTIVE

1. The social and managerial process by which individuals and groups obtain what they need and want through creating and exchanging products and value with others is called.
  - (a) commerce
  - (b) economics
  - (c) sales
  - (d) marketing
  - (e) all of the above
  
2. Which of the following were conclusions from marketing research?
  - (a) Retaining a loyal customer is just 20% of the cost of attracting a new one.
  - (b) Five percentage points in customer retention rates yield a profit increase of 25% to 125%.
  - (c) A hotel that can increase its repeat customers from 35% to 40% should increase its profit by 110%
  - (d) (a) and (c) only
  - (e) (a) and (b) only
  
3. Ray Kroc of Mc Donald's is among other things, famous for his QSC and V Formula. Each of the following words is represented by either QSC or V except.
  - (a) Quality
  - (b) Standard
  - (c) Consistency
  - (d) Value
  - (e) (b) and (c) do not represent the formula
  
4. The characteristic of service in that it cannot be seen, tasted, felt, heard, or smelled before being bought is called:
  - (a) Intangibility
  - (b) Inseparability
  - (c) Variability
  - (d) Perishability
  - (e) All of the above
  
5. The quality of a service depends on who provides it as well as when where, and how it is provided is evidence of which characteristic of services?
  - (a) Intangibility
  - (b) Inseparability
  - (c) Variability
  - (d) Feasibility
  - (e) All of the above
  
6. A hotel that charges for a confirmed reservation that was not honored is an example of which characteristic of services?
  - (a) Intangibility
  - (b) Inseparability
  - (c) Variability
  - (d) Perishability
  - (e) All of the above
  
7. Which of the following is NOT an example of "tangibilizing" a service product?
  - (a) Employees trade dress
  - (b) Exterior of the property
  - (c) Plate presentation
  - (d) Resetting a banquet room behind closed doors
  - (e) All of the above

8. When a service firm effectively trains and motivates its customer-contact employees and the support personnel to work as a team to provide customer satisfaction is practicing:
- (a) results-oriented marketing
  - (b) internal marketing
  - (c) interactive marketing
  - (d) marketing myopia
  - (e) turbo marketing
9. The increasing fragmentation of the American mass market into hundreds of smaller markets with different needs and lifestyles has taken the form of marketing called.
- (a) mass-marketing
  - (b) micro-marketing
  - (c) macro-marketing
  - (d) deindividualized marketing
  - (e) all of the above
10. The trend toward “regionalizing” marketing programs by localizing products advertising, promotion, and sales efforts to get the needs of individual regions is an example of:
- (a) demographic segmentation
  - (b) behavioral segmentation
  - (c) geographic segmentation
  - (d) taste-specific segmentation
  - (e) limited-volume segmentation
11. When companies market products on the basis of what the product’s attributes will do for a given segment, they are using a powerful form of behavioural segmentation known as:
- (a) occasions segmentation
  - (b) benefit segmentation
  - (c) user status segmentation
  - (d) usage rate segmentation
  - (e) loyalty status segmentation
12. Dividing markets by such characteristics as low uppers, upper lowers, and upper middles are examples of which type of psychographics segmentation?
- (a) Life Style
  - (b) Social class
  - (c) Personality
  - (d) Income
  - (e) Education
13. Age and gender are which type of segmentation variables?
- (a) Geographic
  - (b) Behavioural
  - (c) Demographic
  - (d) Psychographic
  - (e) All of the above
14. Which of the following is among the characteristics of effective market segments?
- (a) measurability
  - (b) accessibility
  - (c) sustainability
  - (d) actionability
  - (e) all of the above

15. Whether or not a market segment is large or profitable enough to serve is part of the characteristics of :
- (a) measurability
  - (b) accessibility
  - (c) sustainability
  - (d) actionability
  - (e) all of the above
16. Anything that can be offered to a market for attention, acquisition, use, or consumption that might satisfy a want or need is called a(n)
- (a) idea
  - (b) demand
  - (c) product
  - (d) attribute
  - (e) all of the above
17. The additional consumer services and benefits built around actual products are called the:
- (a) core product
  - (b) extended product
  - (c) augmented product
  - (d) supplemental product
  - (e) all of the above
18. \_\_\_\_\_ are activities, benefits or satisfactions that are offered for sale do not result in the ownership of anything.
- (a) Services
  - (b) Consumer goods
  - (c) Convenience goods
  - (d) Shopping goods
  - (e) Unsought goods
19. Decisions about product quality, features and design relate to which of the following?
- (a) product attributes
  - (b) branding
  - (c) packaging
  - (d) labeling
  - (e) all of the above
20. A name, term, sign, symbol, or design, or combination of these intended to identify the goods or services of one seller or a group of sellers is called a
- (a) Consume franchise
  - (b) Product design
  - (c) Brand
  - (d) Product feature
  - (e) Product attribute
21. The systematic search for new product ideas is characteristic of which stage in the new product development process?
- (a) idea generation
  - (b) screening
  - (c) concept development and testing
  - (d) marketing strategy
  - (e) business analysis

22. The decision to use a licensed brand for a new product falls under which category of major branding decisions?
- (a) Brand sponsorship
  - (b) Brand repositioning
  - (c) Brand strategy
  - (d) Brand or not to brand
  - (e) All of the above
23. Sources for new product ideas come from all of the following except:
- (a) Internal sources
  - (b) Customers
  - (c) Competitors
  - (d) Distributors
  - (e) All of the above are sources for new product ideas.
24. The first stage of the new product development process whose purpose is to reduce the number of new product ideas is
- (a) idea generation
  - (b) concept development and testing
  - (c) marketing strategy
  - (d) business analysis screening
  - (e) screening
25. The stage in the new product development process in which the anticipated sales, market share, and profit goals for the first few years are described is called:
- (a) idea generation
  - (b) concept development and testing
  - (c) business analysis
  - (d) product development
  - (e) marketing strategy
26. All of the following are benefits of tourism 'except'
- (a) Direct employment in hotels, restaurants, retail establishments, and transportation
  - (b) The multiplier effect
  - (c) State and local impact on taxes
  - (d) Stimulation of export trades
  - (e) all of the above are benefits of tourism
27. Which of the following is not a direct contributor to a destination's negative image?
- (a) violence
  - (b) political instability
  - (c) adverse environment forces
  - (d) war
  - (e) all of the above are direct contributors to a destination's negative image
28. Countries that appoint committees to improve their images and to draw new businesses to their areas are practicing a form of:
- (a) personnel marketing
  - (b) organization marketing
  - (c) destination marketing
  - (d) idea marketing
  - (e) social marketing

29. To attract tourists, destinations must respond to the travel basics of
- (a) cost
  - (b) convenience
  - (c) timeliness
  - (d) all of the above
  - (e) (a) and (b) only
30. Which of the following is NOT a psychological determinant of demand?
- (a) education
  - (b) job prospecting
  - (c) self-discovery
  - (d) anti-social marketing
  - (e) social interaction
31. All of the following are classifications listed in the text except.
- (a) organized mass tourist
  - (b) individual mass tourist
  - (c) family vacations
  - (d) explorers
  - (e) drifters
32. Which of the following destinations is a psycho/centric personality MOST likely to visit?
- (a) Miami Beach
  - (b) The Rain Forest
  - (c) Northern Europe
  - (d) Japan
33. Which of the following destinations is an allocentric most likely to visit?
- (a) Miami Beach
  - (b) The Rain Forest
  - (c) Northern Europe
  - (d) Japan
34. Which of the following are examples of effective destination imaging?
- (a) congruence between advertising and the place
  - (b) television shows, videos, and features
  - (c) welcome centers located along major interstate highways that include two-way video systems to answer questions
  - (d) all of the above
  - (e) (b) and (c) only
35. All of the following are examples of destination marketing except
- (a) event marketing
  - (b) attraction marketing
  - (c) natural features such as mountains or waterfalls
  - (d) gaming
  - (e) all of the above
36. The terms “goods and services” distinguish:
- (a) products from the support mechanisms for them
  - (b) expensive items from inexpensive ones
  - (c) physical products from intangible ones
  - (d) products that meet needs versus products that satisfy wants
  - (e) all of the above

37. Marketing mix elements include all of the following except:

- (a) promotional element
- (b) marketing information systems
- (c) product
- (d) price
- (e) place

38. Which of the following are not considered part of the hospitality service industry?

- (a) car rental companies
- (b) hotels and motels
- (c) travel agents and tour operators
- (d) advertising agencies
- (e) airlines

39. Building strong economic and even social ties with customers by consistently delivering high-quality products and services at fair prices is the foundation of:

- (a) sales marketing
- (b) production marketing
- (c) relationship marketing
- (d) mega-marketing
- (e) customer marketing

40. For an exchange to take place, which of the following conditions must be satisfied?

- (a) Each party must have something of value to the other
- (b) Each party must want to deal with the other
- (c) Each party must be free to accept or reject the others offer
- (d) Each party must be able to communicate and deliver
- (e) All of the above

## SECTION II

### TRUE AND FALSE

1. Marketing is a philosophy that must be practical through out the organization from the from line employees to the top management positions \_\_\_\_\_
2. An emphasis on retention of customers supports the short-term revenue theory of hospitality marketing. \_\_\_\_\_
3. Sales and marketing are the same \_\_\_\_\_
4. As competition becomes more intense, companies will be forced to focus on satisfying the customers \_\_\_\_\_
5. Companies must satisfy all customer groups \_\_\_\_\_
6. Ellsworth Staller, was an innovator in regards to internal marketing \_\_\_\_\_
7. A service is any activity or benefit that one party can offer to another that is essentially intangible and does not result in the ownership of anything. \_\_\_\_\_
8. The perishability of services is especially a problem when demand is steady \_\_\_\_\_
9. The key to managing service quality is to exceed the customer's service quality expectations \_\_\_\_\_
10. The best managed service companies share what can only be characterized as a customer oriented thinking. \_\_\_\_\_
11. Because customers who buy hospitality products experience some anxiety, top service firms will aim to acknowledge the customer's perceived risk by offering previous client testimony. \_\_\_\_\_
12. A service firm can still offer personalized service and maintain consistency. \_\_\_\_\_
13. Well-managed service companies must satisfy their employees as well as their customers. \_\_\_\_\_
14. Market segmentation by whether a customer is informed or interested in a product is an example of segmentation by buyer-readiness stage \_\_\_\_\_
15. The size, purchasing power, and profiles of segments are all aspects of effective segmentation relating to actionability \_\_\_\_\_
16. If a segment meets the measurability requirement that means the segment is large or profitable enough to justify serving it \_\_\_\_\_
17. Assessment of current and potential competitors, substitute products, and the relative power of buyers and suppliers, are all considered when evaluating a market segment's structural attractiveness \_\_\_\_\_
18. Deciding to ignore market segment differences and go after the whole market with one offer is considered a concentrated marketing strategy. \_\_\_\_\_



19. A product's position is the way the product is defined by the company relative to its competition on relevant attributes. \_\_\_\_\_
20. market positioning involves dividing the market into a distinct group of buyers based upon their different needs. \_\_\_\_\_
21. The most basic level of a product is called the core product \_\_\_\_\_
22. the actual product can have as many as five characteristics, including, quality level, features, design, a brand name, and packaging. \_\_\_\_\_
23. Services are activities, such as a haircut, offered for sale but that must result in some tangible benefit to qualify as a true product. \_\_\_\_\_
24. A logo is a name, term, sign, symbol, or design that identifies the goods and services of one seller and helps differentiate them from those of the competition. \_\_\_\_\_
25. Brand equity is a function of brand loyalty, name awareness, perceived quality and other strong brand associations. \_\_\_\_\_
26. A brand extension strategy is any effort to use a successful brand name to launch new or modified products in a new category. \_\_\_\_\_
27. A product concept is a detailed version of the product idea stated in meaningful consumer terms. \_\_\_\_\_
28. Describing the target market, the planned positioning, and the sales, market share, and profit goals for the first few years are part of the marketing strategy development stage of the new product development process. \_\_\_\_\_.
29. The definition of a tourist is a stay of one or more nights at least 500 miles away from home for holidays, visits to friends or relatives, business conferences or any other purpose except such things as boarding education or semi-permanent employment. \_\_\_\_\_
30. Destinations uniformly welcome tourists because of the revenue they bring to the areas. \_\_\_\_\_
31. August St. John's theory argues that resort destination will experience life cycle similar to the product life cycle and eventually go into decline or joint destruction. \_\_\_\_\_
32. A new trend in destination marketing is partnering with other business in front marketing efforts. \_\_\_\_\_
33. According to the text, II stands for international traveler. \_\_\_\_\_
34. Macro destinations contain thousands of micro destinations, including regions states and tours. \_\_\_\_\_
35. Multiplier effect is the recycling of tourist expenditures through the local economy, being spent and respent. \_\_\_\_\_

### SECTION III

1. Discuss the possible ways that marketing techniques can be used by human resource managers.

25 marks

**END OF EXAMINATION**

