

ITEMS PAST PAPERS  
MANAGEMENT STUDIES

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

**EXAMINATION SESSION** : May 2001, Final Examination  
**TUTORS** : Mrs. J. Lansiquot-Ferdinand  
**PROGRAMME TITLE** : Hospitality Studies  
**PROGRAMME CODE** : HOS 319/325  
**COURSE TITLE** : Marketing  
**COURSE CODE** : MAR 323  
**CLASS(ES)** : Year Two  
**DATE** : 15th May 2001  
**TIME** : 9:00 a.m.  
**DURATION** : 3 hours  
**ROOM** : DHS W. 1  
**INVIGILATOR** : Mrs. J. Ferdinand/Ms. A. Jean



#M44

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**INSTRUCTIONS:**

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

**I.D Number** : \_\_\_\_\_

- ◆ Your exam includes Two Sections : A and B
- ◆ **SECTION A** has two (2) questions. Answer (1) one only
- ◆ **SECTION B** is compulsory

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**SECTION A**

1. Attempt to define the term 'service' and distinguish it from 'good'. [25 marks]
2. Many managers view the purpose of business as making a profit, while some view the purpose as being to create and maintain a customer. Explain how these alternative viewpoints could affect a company's interactions with its customers. If a manager views the purpose as being able to create and maintain a customer, does this mean that the manager is not concerned with profits? [25 marks]

**SECTION B****CASE STUDY**

1. Too often when a business analysis is unstructured the results are confused and subjective. What analysis would you use to help solve the problematic situation of the following restaurant.

**THE RESTAURANT**

This restaurant has recently been refurbished throughout. It was originally farm out-buildings but just became a pub before being extended 10 (ten) years ago, into a restaurant. It is part of a small chain of restaurants. It is situated two miles outside a major conference town. However, its mainstay business is passing travellers and local families from within a seven-mile radius. It looks after children well, with a children's play area and a special all-inclusive menu at \$10.00. The adult menu is centred on steaks and traditional Caribbean food and has an average spend of \$30.00 on food and \$10.00 on liquor. It has 75 covers and a very good Saturday night and Sunday lunch restaurant business when it turns over the tables at least twice. Its main weekday business is local bar trade and bar snacks. The wine list is a basic selection of 15 wines, ranging from \$10.50 to \$25.75.

[40 marks]

2. Windward Travel has introduced a holiday package with a difference:  
*'Around the Islands in 20 days.'*

This holiday does exactly what it says, taking in six (6) Islands in an incredible 20 days. It costs a mere \$10,000.00. It will be advertised in the Caribbean Times Newspaper for just two successive issues.

Tour organiser, Tom Banks says, *"It's the absolute trip of a lifetime for those who can afford it to spend. It's the ultimate in 'Windward Travel'."*

- (a) What do you think about this package?
- (b) Which of the four Ps of the Marketing Mix can you see at work here? Expand on your answer.

[35 marks]

**END OF EXAMINATION**