

**AKENTEN APPIAH-MENKA UNIVERSITY OF SKILLS TRAINING AND
ENTREPRENEURIAL DEVELOPMENT**

DEPARTMENT OF HOSPITALITY AND ENTREPRENEURIAL DEVELOPMENT

DEPARTMENT OF HOSPITALITY AND TOURISM EDUCATION

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PAPER CODE	HOS 362
PAPER TITLE	HOSPITALITY MARKETING
DURATION	2 HOURS
LECTURER	CLAUDIA M. PUMPUNI
INSTRUCTIONS	✓ ANSWER ALL QUESTIONS IN SECTION A & B. ✓ CAREFULLY READ THE QUESTIONS AND CIRCLE THE CORRENT ANSWER. ✓ ANSWER ANY TWO QUESTION FROM SECTION C IN THE ANSWER BOOKLET

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SECTION A

ANSWER ALL QUESTIONS

1. Renovations of the guest rooms at the Seagull Terrace and plans to add an indoor pool area are example of the _____ concept.
 - a. Selling
 - b. Marketing
 - c. Product
 - d. Production
2. Because services are characterized by issues of inseparability, service providers will often have to:
 - a. Lower their prices
 - b. Train employees
 - c. Reduce inventory
 - d. Minimize the inseparability issue
3. A1 Restaurant philosophy holds that customers will not buy enough of the organizations products unless the organization undertakes _____ and promote effort.
 - a. Product
 - b. Production

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- c. Selling
 - d. Marketing
4. The fact that a business traveler will have a very positive check-in experience during one stay at a hotel and then a very negative check-in experiences the next time is an issue related to which service characteristics?
 - a. Variability
 - b. Inseparability
 - c. Perishability
 - d. Intangibility
 5. Carol Veldt has decided to ask selected guests to participate in an extensive survey about their experience at Seagull Terrace and about their most desired amenities and vacation experiences. By implementing the suggestions, she receives from guests, Carol would be following the _____ concept.
 - a. Production
 - b. Product
 - c. Selling
 - d. Marketing
 6. A(n)_____ is a name, term, sign, symbol, design, or a combination of these, that identifies that maker or seller of a product or service.
 - a. Service
 - b. Brand
 - c. Co-brand
 - d. Internal market
 7. We define a _____ as anything that can be offered to a market for attention, acquisition, use, or consumption and that might satisfy a want or need.
 - a. Product
 - b. Private brand
 - c. Service variability
 - d. Service
 8. A product's benefits are communicated and delivered by _____ such as quality, features, and style and design.
 - a. Private brands
 - b. Product attributes
 - c. Consumer products
 - d. Product mixes
 9. If you manage a 200-room hotel, and you only sell 150 rooms tonight, you can't stockpile the extra 50 rooms to sell tomorrow. This is a problem with the _____ of the service.
 - a. Inseparability
 - b. Perishability
 - c. Variability
 - d. Intangibility
 10. Perhaps the best measure of service quality is:
 - a. Low employee turnover
 - b. Customer retention
 - c. Profitability

- d. Intangibility
11. We as customers cannot take service on a "test drive" meaning we cannot evaluate them before we use them. This is a problem with the _____ of the services.
- a. Inseparability
 - b. Variability
 - c. Intangibility
 - d. Perishability
12. A casino employee's uniform or a restaurant's fancy front are a means of:
- a. Overspending on the part of the service provider
 - b. Tangibilizing the service
 - c. Paying attention to the perishability of the service
 - d. Creating overly high expectations on the part of the customer
13. _____ are human needs as shaped by individual personality and culture
- a. Needs
 - b. Wants
 - c. Values
 - d. Demands
14. _____ means that services cannot be seen, felt, tasted, hear, or smelled before they are bought
- a. Service inseparability
 - b. Service perishability
 - c. Service intangibility
 - d. Service heterogeneity
15. There are a number of desirable qualities for a brand name. these include all of the following EXCEPT _____.
- a. It should suggest something about the products benefits and qualities
 - b. It should be easy to pronounce, recognize, and number
 - c. The brand should almost always be a long word to get attention
 - d. B and C
16. Product planners need to think about products and services on three levels. Each level adds more customer value. The most basic level is the _____, which addresses the question, "What is the buyer really buying?"
- a. Actual product
 - b. Augmented product
 - c. Core benefit
 - d. Co-branding
17. Obie Miller's Steakhouse provides gourmet menu options to its customers, as well as impeccable service. They even allow the customers to hand-select his or her own cut of meat. Here _____ is/are evident
- a. Only an actual product
 - b. Only an augmented product
 - c. Only a core benefit
 - d. Both a core benefit, an actual product and, an augmented product

18. Studies have shown the best way to deal with service failure is all of the following except:
- Give the unhappy customer timely information regarding the failure
 - Refund the customers money whenever a failure occurs
 - Replace the unhappy customer with a happier one
 - Ignore the failure in the hopes that the customer will forget about it
19. A product is a key element in the overall _____
- Market offering
 - Brand equity
 - Brand extension
 - Co-branding
20. Which of the following refers to sellers being preoccupied with their own products and losing sight of underlying consumer needs?
- Selling myopia
 - Marketing management
 - Value proposition
 - Marketing myopia
21. _____ is defines as a social and managerial process by which individuals and organizations obtain what they need and want through value creation and exchange.
- Selling
 - Advertising
 - Bartering
 - Marketing
22. Which of the following statements is true?
- The first basic concept of marketing is that of human needs
 - The second basic concept of marketing is that of human needs
 - A human need is part of the human makeup
 - A human need is invented by marketers
23. Manor Plaza Barber's customers have noticed that the quality of a haircut depends on who provides it as well as when, where, and how it is provided. What have the customers noticed?
- Service intangibility
 - Service inseparability
 - Service variability
 - Service perishability
24. Krispy Kreme, by delivering hot and fresh donuts to their customers, provides _____.
- Tangible products
 - Experiences
 - None of the above
 - A and C
25. Because a barber cannot inventory haircuts, which one of the following applies?
- Service intangibility
 - Service variability
 - Service perishability
 - Service inseparability

26. Which of the following strategies would a company most likely to use to increase customer satisfaction?
- Firing unprofitable customers
 - Divesting
 - Lowering prices
 - Decreasing the variety of offered services
27. A situation whereby a company adopts Mass Production, Mass Distribution and Mass Promotion about the same product and about the same ways to all consumers is referred to as _____
- Club marketing
 - Frequency marketing
 - Mass marketing
 - Customer satisfaction
28. The study of the processes involved when individuals or groups select, purchase, use or dispose off products, services, ideas or experiences to satisfy needs and desires is called _____
- Lifestyle marketing
 - Role making
 - Consumer behavior
 - Marketing research
29. The situation whereby the aim of an organization is to get every possible sales but not to worry about satisfaction of consumers is referred to as _____
- Production concept
 - Selling concept
 - Marketing concept
 - Social marketing concept
30. Customers can not evaluate the quality of the service because of which characteristic of service?
- intangibility
 - inseparability
 - variability
 - perishability
31. All of the following statements are true, except:
- Costs include both monetary and non-monetary costs.
 - If a product's performance falls short of the customers' expectations, the customers are dissatisfied.
 - Marketers must be careful to set the right level of expectations.
 - Marketers have no control of customers' expectations
32. The hospitality organizations have to train customers just as they train employees is an implication of:
- Intangibility
 - Inseparability
 - Variability
 - Perishability

33. A restaurant that charges a fee to customers who do not show up for reservations is an example of which characteristic of services?
- a. Intangibility
 - b. Inseparability
 - c. Variability
 - d. Perishability
34. Efforts to standardize customer experiences are steps that address which aspect of service?
- a. Intangibility
 - b. Inseparability
 - c. Variability
 - d. Perishability
35. 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

SECTION B

CIRCLE THE CORRECT ANSWER

36. A service firm's ability to hang on its customers does not depend on how consistently it delivers value to them.
- a. True
 - b. False
37. An experience such as a vacation can be defined as a market offering.
- a. True
 - b. False
38. Market offerings are limited to physical products.
- a. True
 - b. False
39. A market is the set of actual and potential buyers of a product.
- a. True
 - b. False
40. When backed by buying power, needs become wants.
- a. True
 - b. False
41. Amy's office has developed a new format and wording for wills. The staff believes they offer the most in quality, performance, innovative features. Her law office is practicing the production concept.
- a. True
 - b. False
42. Anything offered to the market for attention, acquisition and use is referred to as product.
- a. True
 - b. False
43. The only variable that generates revenue for the organization is product.
- a. True
 - b. False
44. In general, government-run tourism promotion organizations have not assumed responsibility for the quality of the services they promote.
- a. True
 - b. False
45. It is no longer possible for one restaurant to sue another over the "trade dress" issue.
- a. True
 - b. False
46. Empowerment employees in part means giving them the authority to tend to customer needs.
- a. True
 - b. False
47. The perishability of a service is especially a problem when demand fluctuates.
- a. True
 - b. False

48. So long as a company sets high standards for service quality, it is not necessary to evaluate its actual performance.
- a. True
 - b. False
49. Bill Marriott would say that the first set of people you need to satisfy are your customers.
- a. True
 - b. False
50. Customer retention is not a particularly good measure of quality.
- a. True
 - b. False
51. The core product gives the core satisfaction that consists of benefits derive from the product.
- a. True
 - b. False
52. The marketing mix includes production, price, promotion, and packaging; they are known as the four Ps of marketing.
- a. True
 - b. False
53. An example of service variability is that within a given Marriott hotel, one registration-desk employee may be cheerful and efficient, where as another may be unpleasant and slow.
- a. True
 - b. False
54. Both provider and the customer affect the service outcome.
- a. True
 - b. False
55. Most restaurant kitchens would be considered examples of invisible organizations.
- a. True
 - b. False
56. Four characteristics of services are intangibility, separability, variability, and perishability.
- a. True
 - b. False
57. Trade dress is the distinctive nature of a hospitality industry's total visual image and overall appearance.
- a. True
 - b. False
58. Consistency means that customers will receive the expected product without unwanted surprises.
- a. True
 - b. False
59. Physical surroundings should be designed to reinforce the product's position in customer's mind.
- a. True
 - b. False

60. The first basic concept to marketing is that of human wants
- a. True
 - b. False

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SECTION C

ANSWER ANY TWO QUESTIONS

QUESTION ONE

[15 MARKS]

Use product from the hospitality industry to explain the following terms:

- i. Augmented product
- ii. Facilitating product
- iii. Supporting product

QUESTION TWO

[15 MARKS]

- i. Discuss what constitutes a Marketing Offerings?
- ii. Explain the importance of market offerings to a restaurant manager?

QUESTION THREE

[15 MARKS]

- i. How will a hotel management know that their brand is effective?
- ii. State and explain five (5) elements of a good branding

GOOD LUCK!!!