UNIVERSITI UTARA MALAYSIA

FINAL EXAMINATION
SECOND SEMESTER 2008/2009 SESSION

CODE/COURSE : HOP4053/HOSPITALITY SEMINAR
DATE : 30/4/2009
TIME : 8.30am – 11.00am (2 ½ hours)
VENUE : DSB, DPP MAS

INSTRUCTIONS:
1. This exam paper contains TWO (2) sections i.e., Section A and Section B, in TWO (2) printed pages, excluding the cover page.
2. Section A contains TEN (10) questions. Section B contains FIVE (5) questions. You are required to answer ALL the questions.
3. Answer ALL questions on the answer sheets provided.
5. You are NOT ALLOWED to remove the exam paper from the examination hall.

MATRIC NO. : ___________________________ (in words) ___________________________ (in figures)
IDENTITY CARD NO. : ___________________________
LECTURER : DR. BASRI RASHID
GROUP : ______ TABLE NO. : ______

DO NOT OPEN THE PAGE UNTIL YOU ARE TOLD TO DO SO
PART A: Answer all questions. Answer true (T) or false (F) for the following statements. (20 marks)

1. A merger contract is the term which refers to an agreement between the hotel management team and the franchisor.  

2. Non-tourist consumers are also significant users of the hospitality services in many hospitality sectors.  

3. Marketing plan should solely concentrate on the effort of upgrading the competency level of operation staff.  

4. Strategic affiliation is one form of acquisition procedures.  

5. Hospitality services are an important element within the supply section of the tourism functioning system.  

6. One of the tools that can be used to assess the position of a hospitality property is by conducting perceptual mapping.  

7. The Nordic service quality school of thought view quality as technical and mechanical process.  

8. Tangibility is one of the characteristics of service quality of a hotel.  

9. Factors such as the population’s age, culture, income and working pattern may effect hospitality industry development.  

10. Service can be described as all actions and reactions that customers perceived they have purchased.
PART B: Answer all questions (80 marks).

1. a. List FOUR (4) elements of leadership. (4 marks)
   b. Briefly explain how these elements should link together in order to ensure effective leadership. (6 marks)

2. Generally service transaction may be divided into THREE (3) types; *electronic-mechanical, indirect personal and face-to-face* transactions. The usefulness of these transactions may depend on the type of operations. Compare the extent of usefulness of these types of transaction between a restaurant and front office operations. (15 marks)

3. Using a restaurant as example, briefly illustrate how the promotional mix of *advertising, personal selling, sales promotion merchandising and public relation* could be used to attract new customers. (15 marks)

4. Hospitality establishments offer various products and services to tourist and non-tourist. Discuss how performance of FIVE (5) hospitality products and services may influence consumption experience. Provide your arguments in term of positive and negative experience. (15 marks)

5. In hospitality business, the customers are concern with price and value of products and services and whether they would be satisfied with the products and services offered to them. Recommend and elaborate FIVE (5) measures that a hotel manager could take to ensure that guests' concerns about price, value and satisfaction are not overlooked. (25 marks)

END OF QUESTIONS