

SECTION A: 75 MARKS
BAHAGIAN A: 75 MARKAH

INSTRUCTION:

This section consists of **THREE (3)** structured questions. Answer **ALL** questions.

ARAHAN:

Bahagian ini mengandungi TIGA (3) soalan berstruktur. Jawab SEMUA soalan

QUESTION 1

SOALAN 1

CLO1
C1

- (a) Consumer behaviour is multidimensional in nature and it influenced by a few subjects or concepts. Identify **FIVE (5)** concepts of consumer behaviour

Gelagat pelanggan bersifat multi dimensi dalam persekitarannya dan ia dipengaruhi oleh beberapa subjek atau konsep. Kenalpasti LIMA (5) konsep gelagat pelanggan

[5 marks]

[5 markah]

CLO1
C2

- (b) Describe **FIVE (5)** characteristics of consumer behavior based on each types of tourism

Jelaskan LIMA (5) gelagat pengguna berdasarkan setiap jenis pelancongan

- (i) Business Tourism

Pelancongan Perniagaan

- (ii) Religious Tourism

Pelancongan Keagamaan

- (iii) Hedonistic Tourism

Pelancongan Hedonis

- (iv) Educational Tourism

Pelancongan Pendidikan

- (v) Special Interest Tourism

Pelancongan 'Special Interest'

[15 marks]

[15 markah]

CLO1
C3

- (c) Do you know that all shops and traders are required to display the price of items or services they offer? As a consumer, you should aware of your right. Generalize **FIVE (5)** rights as a consumer.

*Adakah anda mengetahui bahawa semua kedai dan pedagang perlu memaparkan tanda harga terhadap produk atau perkhidmatan yang ditawarkan. Sebagai pengguna, kita mempunyai hak sebagai pengguna. Kenalpasti **LIMA (5)** hak anda sebagai pengguna.*

[5 marks]

[5 markah]

QUESTION 2
SOALAN 2CLO2
C1

- (a) Human motivation can be explain using the Maslow Hierarchy of Needs. Distinguish **FIVE (5)** levels of those hierarchies.

*Motivasi manusia boleh diterangkan dengan menggunakan teori Maslow. Kenalpasti **LIMA (5)** peringkat kepada teori terbabit*

[5 marks]

[5 markah]

CLO2
C2

- (b) Studies showed that an individual would be influence by several factors to purchase goods or services. Identify the factors of influencing the consumer in Figure A2 below.

Kajian menunjukkan individu akan terpengaruh oleh beberapa faktor untuk membeli. Kenalpasti faktor yang mempengaruhi pelanggan dalam Rajah A2 di bawah

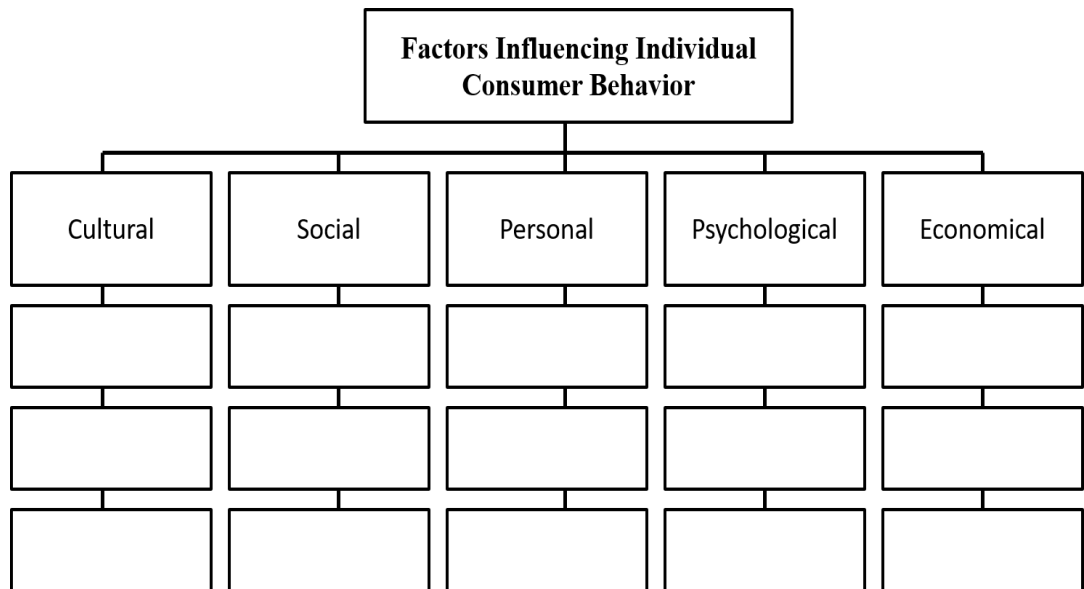


Figure A2 / Rajah A2

[15 marks]

[15 markah]

“A child watched a commercial advertisement of fast food on television. He got attracted when look at the way the advertiser presented the food. He then asked his mother to buy that food”

Seorang kanak-kanak menonton iklan makanan segera di televisyen. Dia tertarik apabila melihat pengiklan mempersembahkan makanan tersebut. Dia lantas menyuruh emaknya membeli makanan tersebut.

CLO2
C3

- (c) There are five buying roles, which is Initiator, Influencer, Decider, User, and Buyer. Relate to the above situation; apply the suitable buying role with the characters.

Terdapat lima peranan pembeli iaitu initiator, influencer, decider, user dan buyer. Berdasarkan kes berikut, padankan peranan pembeli dengan watak berkaitan.

Buying roles/ <i>peranan pembeli</i>	Character (Who is) / <i>Watak</i>
1. Initiator:	
2. Influencer:	
3. Decider:	
4. Buyer:	
5. User:	

[5 marks]
[5 markah]

QUESTION 3
SOALAN 3

CLO2
C1

- (a) State **FIVE (5)** consumer behaviour segmentations
Nyatakan LIMA (5) segmen dalam gelagat pelanggan

[5 marks]
[5 markah]

CLO2
C2

- (b) Describe **FIVE (5)** benefits of segmentation.
Jelaskan LIMA (5) faedah segmentasi.

[15 marks]
[15 markah]

CLO2
C3

- (c) Demographics can be segment into several markets to help an organization target its consumers more accurately.

List **FIVE (5)** variables that normally used to construct segmentation.

Demografi boleh disegmenkan kepada beberapa pasaran untuk membantu organisasi meletakkan sasaran pengguna secara tepat.

Senaraikan LIMA (5) unsur-unsur yang biasa untuk melakukan segmentasi

[5 marks]
[5 markah]

SECTION B: 25 MARKS
BAHAGIAN A: 25 MARKAH

INSTRUCTION:

This section consists of **TWO (2)** structured questions. Answer **ONE (1)** question only

ARAHAN:

Bahagian ini mengandungi DUA (2) soalan berstruktur. Jawab SATU (1) soalan sahaja

QUESTION 1
SOALAN 1



Figure B1 / Rajah B1

- CLO2
C3 (a) Figure B1 show the major online retailer in Malaysia. Interpret **FIVE (5)** benefits of e-consumer with relevant examples.

Rajah B1 menunjukkan peruncit atas talian utama di Malaysia. Tafsirkan LIMA (5) kelebihan e-pengguna beserta contoh yang sesuai

[15 marks]
[15 markah]

- CLO2
C3 (b) Green tourist is referring to the tourist that care on ecological issues. List **TEN (10)** suggestions of the green tourist activities towards environmental to support green tourism.

Pelancongan hijau adalah pelancong yang mengambil berat tentang persekitaran alam semulajadi. Senaraikan SEPULUH (10) cadangan yang boleh dilakukan sebagai tanda menyokong pelancongan hijau.

[10 marks]
[10 markah]

QUESTION 2**SOALAN 2**CLO2
C3

(a)

Tuan Syed Malek is appointed as a tourism executive at Hijau Travel Agency. He was assigned to discover the new market segmentation for his agency.

Tuan Syed Malek dilantik sebagai eksekutif pelancongan di Agensi Pelancongan Hijau. Dia telah ditugaskan untuk mencari segmen pasaran untuk agensinya

Based on situation above, relate the types of market segmentation below

Berdasarkan situasi di atas, kaitkan dengan jenis segmentasi pasaran berikut

i) Family Market

Pasaran Keluarga

ii) Hedonistic Market

Pasaran Hedonis

iii) Snowbird Market

Pasaran 'Snowbird'

iv) Social Tourism

Pelancongan Sosial

v) Short-break Market

Pasaran Jangka-Singkat

[15 marks]

[15 markah]

CLO2
C3

(b) Many researchers have struggled with the issue of how to measure service quality.

Normally SERVQUAL technique is use to cater that issue. Relate **FIVE (5)** elements of service quality

*Penyelidik mempunyai bermasalah dengan isu mengukur tahap kualiti sesuatu pekhidmatan. Biasanya SERVQUAL teknik digunakan mengatasi isu. Kaitkan **LIMA (5)** elemen kualiti perkhidmatan.*

[10 marks]

[10 markah]

SOALAN TAMAT