



جامعة السلطان الشريف علي الإسلامية
UNIVERSITI ISLAM SULTAN SHARIF ALI
SULTAN SHARIF ALI ISLAMIC UNIVERSITY

Faculty of Islamic Development Management Semester I, 2020/2021 Academic Session

Final Examination Question Paper

Course Code : CM 3311

Course Name : Islamic Service Management

Course Level : Undergraduate Minor Program

Time : 3 hours

Notes:

1. This examination is divided into two (2) sections and carries a total of 60 marks.
2. Write **ALL** of your answers in the Answer Booklet provided.
3. Section A consists of **COMPULSORY** Case Study Questions which carries 20 marks.
4. Section B consists of Short Answer Questions which carries 40 marks. Answer **FOUR** questions only.

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SECTION A

Answer ALL questions in this section.

Mini Case Study

There can be little doubt that social media impacts every form of business including travel and tourism. Social media provides instant ways to reach millions of people. It is a fast way to get messages out and connect people with similar interests. Social media allows people to speak about great and not so great experiences, to become instant critics and even instant stars. In the world of travel and tourism there are two major uses of social media. Tourists have created social media networks in which they share reviews of hotels, restaurants and attractions. They often post stories about their experiences, both good and bad. As these networks become more well-known they can impact an area's reputation and the way that businesses need to market and advertise. One particular network has had a wide-reaching effect on the industry, with over 50 million monthly visitors who are actively seeking out travel information and advice from the sources they trust the most: other tourists. This is word-of-mouth advertising taken to a new level. Tourism businesses use social media as a personalised form of advertising. The use of social media can help a tourism business to enhance its reputation and create credibility at little or no cost.

Questions

1. Explain two uses of social media for tourists. [4 marks]
2. Describe three likely problems for tourism providers caused by the use of social media. [6 marks]
3. Many tourism authority websites contain virtual tours. Explain two advantages for destinations of virtual tours. [4 marks]
4. Assess the role of mobile technology in the travel and tourism industry. [6 marks]

SECTION B

Answer any **FOUR** questions.

QUESTION 1 (10 Marks)

One of the key factors which influence the selection of the type of holiday and destination is the socio-economic group to which the head of the household belongs.

- a) Discuss the role that occupation and level of disposable income play in the choice of holiday type and destination. [5 marks]
- b) Describe the options available to a household if they prefer Islamic-based tourism. [5 marks]

QUESTION 2 (10 Marks)

Travelers can be divided into distinct groups, each group having a unique influence over the income received by airline industry.

- a) Compare and contrast major characteristics that will differentiate the **leisure traveler** from the **business traveler**. [5 marks]
- b) Explain the unique selling proposition of **Sharia-compliant airlines** and how they are able to compete with other airlines. [5 marks]

QUESTION 3 (10 Marks)

Tourism is a developing industry which embraces a range of tourist services. Explain how COVID-19 has affected tourism industry and how tourism industry copes with the current situation.

QUESTION 4 (10 Marks)

The consumer is reassured that the law requires food sold for Muslims are halal.

- a) Examine factors that any risk assessment should consider in order to ensure the best halal quality catering in any hospitality unit serving halal food. [5 marks]
- b) Describe the circumstances under which an authorised officer, such as Halal Food Control Division, may sanction a hospitality manager. [5 marks]

QUESTION 5 (10 Marks)

A majority of firms aim to boost their profit.

- a) With the aid of diagrams, explain how moving from fixed pricing to variable pricing helps to increase a firm's profit. Perform a simple calculation to justify your answers. [5 marks]
- b) Assume that for a given dinner you expect much more customers than you can accommodate. In other words, you have to turn away some customers. Explain how would you make your undesirable customers voluntarily give up seats? [5 marks]

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