

**FINAL**  
Alternative Assessment

(COVER PAGE)

Session : April 2020

Programme : Certificate in Business Studies (CBSI)

Course : **MKT1001: Marketing**

Date of Examination : 2 August 2020 (Sunday)

Time Start : 2 August 2020 (Sunday), 9:00am

Time End : 2 August 2020 (Sunday), 7:00pm

Duration : 10 hours

Special Instructions :

Answer all questions.

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Materials permitted : Nil

Materials provided : Nil

Examiner(s) : **Ms. Annimalar A/P Muthuraman**

Chief Moderator : Mr. Muhammad Rajaie Mustafar

*This paper consists of 3 printed pages, including the cover page.*

CERTIFICATE IN BUSINESS STUDIES (CBSI)  
MKT1001: MARKETING  
FINAL ALTERNATIVE ASSESSMENT: APRIL 2020 SESSION  
10 HOURS

**INSTRUCTIONS: ANSWER ALL QUESTIONS**

**QUESTION 1**

- a) There are many ways to segment a market. Define segmentation and briefly explain FOUR (4) basic ways for a company to segment its market.

(10 marks)

- b) Examine TWO (2) segmentation variables applied by Coca - Cola in their marketing strategies? Explain with relevant examples

(20 marks)

**QUESTION 2**

Assume you are a young marketing executive at APEX Healthcare Sdn. Bhd. – a local healthcare manufacturing company.

- a) Using examples, discuss the changes in any FOUR (4) major forces in APEX's global macro-environment could impact your marketing strategy decision making.

(20 marks)

- b) Choose TWO (2) micro – environment for a company of your choice and explain the importance to its marketing strategy.

(10 marks)

**QUESTION 3**

**Netflix, Inc.** is an American media-services provider and production company headquartered in Los Gatos, California, founded in 1997 by Reed Hastings and Marc Randolph in Scotts Valley, California. The company's primary business is its subscription-based streaming service which offers online streaming of a library of films and television programs, including those produced in-house. As of April 2020, Netflix had over 182 million paid subscriptions worldwide, including 69 million in the United States (<https://media.netflix.com/en/about-netflix>).

- a) Discuss the marketing mix used by Netflix Co. to maintain their sustainability in the market.  
(40 marks)

--THE END--