



**INTI**

INTERNATIONAL COLLEGE PENANG (507232-U)  
LAUREATE INTERNATIONAL UNIVERSITIES

FINAL  
Examination Paper

(COVER PAGE)

Session : AUGUST 2016

Programme : CERTIFICATE IN BUSINESS STUDIES

Course : MKT1001: MARKETING

Date of Examination : 6 December 2016 (Tuesday)

Time : 11:00am - 1:00pm Reading Time : Nil

Duration : 2 Hours

Special Instructions :

This paper consists of **TWO (2)** sections.

**Section A:** Answer **ALL TWENTY** questions in the OMR sheet provided.

**Section B:** Answer **THREE (3) out of FIVE (5)** questions in the answer booklet provided.

Materials permitted :

Nil

Materials provided :

OMR sheet

Examiner(s) : Norhasni Abdul Razak

Moderator : Dr. Intan Osman

*This paper consists of 6 printed pages, including the cover page.*

## INTI INTERNATIONAL COLLEGE PENANG

## CERTIFICATE IN BUSINESS STUDIES

MKT1001: MARKETING  
FINAL EXAMINATION : AUGUST 2016 SESSION**Section A: Multiple choice Questions. Answer ALL TWENTY questions** (40 marks)

1. PC manufacturer, Lenovo, focuses on low labor costs and mass distribution to ensure the continuous availability of its products at reasonable prices. Lenovo most likely follows the \_\_\_\_\_.  
A) customer-driving marketing concept  
B) marketing concept  
C) societal marketing concept  
D) production concept  
E) selling concept
2. According to the five-step model of the marketing process, the first step in marketing is \_\_\_\_\_.  
A) capturing value from customers to create profits and customer equity  
B) constructing an integrated marketing program that delivers superior value  
C) engaging customers, building profitable relationships, and creating customer delight  
D) understanding the marketplace and customer needs and wants  
E) designing a customer-driven marketing strategy
3. Demographic, economic, natural, technological, political, and cultural forces form the \_\_\_\_\_ of an organization.  
A) supply chain  
B) macroenvironment  
C) marketing intermediary network  
D) internal environment  
E) microenvironment
4. A marketing intermediary would most likely help a firm by \_\_\_\_\_.  
A) negotiating with labor unions regarding wages, hours, and benefits  
B) providing technical expertise on the production and design of goods  
C) competing directly with the firm in a certain product category  
D) supplying the raw materials needed for manufacturing the firm's products  
E) moving the firm's goods from production points to distribution centers
5. Which of the following is most likely categorized as a business market?  
A) government agencies that buy goods and services to produce public services  
B) individuals who buy goods and services for personal consumption  
C) firms that buy goods and services for further processing  
D) firms that buy goods and services to resell for profit  
E) retail outlets that buy goods and services to sell at discounted prices

- 6 Which of the following is most likely a characteristic of Generation Xers?  
A) They were the first group to grow up in the Internet era.  
B) They comprise a considerably larger population than the baby boomers.  
C) They prefer quantity over quality of products.  
D) They are the least educated generation to date.  
E) They are generally unreceptive to ad pitches that make fun of tradition.
- 7 Technology is a way of life for \_\_\_\_\_, the largest generational group.  
A) Generation Z  
B) Generation X  
C) baby boomers  
D) Millennials  
E) the Lost Generation
8. Marketing the same product to a huge customer base without any customization is referred to as \_\_\_\_\_.  
A) mass marketing  
B) differentiated marketing  
C) niche marketing  
D) local marketing  
E) individual marketing
9. \_\_\_\_\_ segmentation factors divide buyers into different groups based on social class, lifestyle, or personality characteristics.  
A) Geographic  
B) Demographic  
C) Psychographic  
D) Behavioral  
E) User status
10. When firms use symbols, colors, or characters to convey their personalities, they are using \_\_\_\_\_ differentiation.  
A) image  
B) people  
C) usage-rate  
D) user-status  
E) channel
11. Which of the following strategies is most likely to be followed by firms that position themselves as caterers of the best products at economical prices?  
A) more-for-the-same  
B) more-for-less  
C) same-for-less  
D) more-for-more  
E) less-for-much

12. Howard Schultz, the founder of Starbucks, positioned his bistros as "a third place" between work and home where patrons could share and enjoy a cup of coffee with friends. This illustrates \_\_\_\_\_.
- A) an actual product
  - B) a core customer value
  - C) simple bundling
  - D) an augmented product
  - E) complex bundling
13. A \_\_\_\_\_ is defined as a name, term, sign, symbol, or design, or a combination of these, that identifies the maker or seller of a product or service.
- A) prototype
  - B) paradigm
  - C) framework
  - D) patent
  - E) brand
14. Which of the following is an example of an unsought product?
- A) furniture
  - B) laundry detergent
  - C) refrigerator
  - D) toothpaste
  - E) life insurance
15. Which of the following sets the upper limit for a product's pricing?
- A) profits
  - B) product costs
  - C) consumer perceptions of value
  - D) elements of the product mix
  - E) competition
16. Retailers like Walmart and Target carry less-expensive versions of established brand name products or new lower-price lines. They have adopted a \_\_\_\_\_ pricing strategy.
- A) high-low
  - B) target return
  - C) cost-plus
  - D) good-value
  - E) market-skimming
17. \_\_\_\_\_ pricing involves setting prices based on the expenses involved in producing, distributing, and selling a product plus a fair rate of return for a company's effort and risk.
- A) Competition-based
  - B) Value-added
  - C) Cost-based
  - D) Good-value
  - E) Demand-based

18. There are more than 50 blueberry farmers in Shammonton, New Jersey, that grow, package, and distribute the same quality blueberries. An individual farmer cannot charge more than the going market price per unit without the risk of losing business to the other farmers. This is an example of \_\_\_\_\_.
- A) pure competition
  - B) monopolistic competition
  - C) oligopolistic competition
  - D) a pure monopoly
  - E) a black market
19. Mary Kay Cosmetics and Amway sell their products through home and office sales parties, online Web sites, and social media. Both companies use a(n) \_\_\_\_\_ channel to distribute their offerings.
- A) functional
  - B) indirect
  - C) direct
  - D) layered
  - E) behavioral
20. A \_\_\_\_\_ consists of producers, wholesalers, and retailers acting as a unified system. The system can be dominated by any one of the interdependent members.
- A) direct marketing system
  - B) horizontal distribution channel
  - C) lateral marketing system
  - D) conventional distribution channel
  - E) vertical marketing system

(40 marks)

**Section B: Short Essay Questions. Answer THREE out of FIVE questions.** (60 marks)

**Question 1**

- (a) Define customer equity, and explain why it is important to a company. (6 marks)
- (b) Explain how the Internet has transformed the way in which we do business today. (14 marks)
- Total: (20 marks)

**Question 2**

- (a) Describe the major trends in the natural environment that marketers need to be aware of. (12 marks)
- (b) Draw a comparison between the reactive and proactive approaches a company can take toward a changing marketing environment. (8 marks)
- Total: (20 marks)

**Question 3**

- (a) Explain the four major steps in designing a customer-driven marketing strategy. (8 marks)
- (b) Explain the four major segmentation variables for consumer markets. (12 marks)
- Total: (20 marks)

**Question 4**

- (a) Describe the various categories of consumer products with examples. (12 marks)
- (b) What role does packaging play in the marketing of a product? How can packaging lead to an increase or decrease of sales? Provide examples to illustrate your response. (8 marks)
- Total: (20 marks)

**Question 5**

- (a) What are the two different types of costs a company incurs? Explain with examples. (8 marks)
- (b) What is disintermediation? With a suitable example, explain the opportunities and problems that disintermediation presents for producers and resellers. (12 marks)
- Total: (20 marks)

**--THE END--**