



INTI
International College Penang
LAUREATE INTERNATIONAL UNIVERSITIES*

FINAL
Examination Paper

(COVER PAGE)

Session : January / March 2018

Programme : Certificate in Business Studies (CBSI)

Course : MKT1001: Marketing

Date of Examination : 8 March 2018, Thursday

Time : 11:00AM – 1:00PM Reading Time : Nil

Duration : 2 Hours

Special Instructions :

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

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

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

Materials permitted :

Nil

Materials provided :

OMR Sheet & Answer Booklet

Examiner(s) : Muhammad Rajaie Bin Mustafar @ Mustafa

Moderator : Dr. Intan Osman

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

CERTIFICATE IN BUSINESS STUDIES PROGRAMME (CBSI)
MKT1001: MARKETING
FINAL EXAMINATION: JANUARY 2018 SESSION

Section A (40 marks)

Instructions: This section consists of **twenty (20)** questions. Answer **ALL** questions in the OMR sheets provided.

1. Richard now has the buying power to purchase the smartphone that he wanted to buy six months ago. Richard's want has most likely become a _____.
 - A. need
 - B. value
 - C. demand
 - D. desire

2. Laptop manufacturer, Acer, focuses on low labor costs and mass distribution to ensure the continuous availability of its products at reasonable prices. Acer most likely follows the _____.
 - A. marketing concept
 - B. selling concept
 - C. product concept
 - D. production concept

3. If Citibank wants to adopt selling concept to sell the credit card product to its customers, what action should be taken by the company to achieve the objective?
 - A. Undertakes large-scale persuasion and promotion efforts
 - B. Know the needs and wants of target markets and deliver satisfactions
 - C. Consider consumers' wants, company's goals, and society's interests
 - D. Focus on making continuous improvement on the product's quality

4. Demographic, economic, natural, technological, political, and cultural forces form the _____ of an organization.
 - A. internal environment
 - B. macroenvironment
 - C. microenvironment
 - D. physical environment

5. What is the study of human populations in terms of size, density, location, age, gender, race, occupation, and other statistics?
 - A. Sociobiology
 - B. Ecology
 - C. Psychology
 - D. Demography

6. What situations most likely to reflect the economic environment of a company?
 - A. Shortages in raw materials, increased pollution, and government intervention
 - B. Diversity in consumer's age, family structures, and education level
 - C. Changes in consumer spending and differences in income distribution
 - D. Interests of society against uncontrolled and unethical business behavior

7. What is the reason for government to enact legislation regulating business?
 - A. To protect the interests of producers rather than society
 - B. To allow a single company to monopolize the market
 - C. To prevent unfair competition in the market
 - D. To stop imported products from entering the market

8. When Coca-Cola segment its buyers according to light, medium, or heavy product users, what type of segmentation is used by the company?
 - A. Usage rate
 - B. User status
 - C. Usage benefits
 - D. User lifestyle

9. Colgate markets different toothpaste to adults, kids, and senior citizens. The company designs separate offers for each segment based on their needs. This approach is called _____ marketing.
 - A. individualized
 - B. undifferentiated
 - C. concentrated
 - D. differentiated

10. _____ products are less frequently purchased consumer products and services that customers compare carefully on suitability, quality, price, and style.
 - A. Shopping
 - B. Convenience
 - C. Capital
 - D. Unsought

11. Which statement is **TRUE** about shopping products?
- A. Shopping products are purchased less frequently than convenience products
 - B. The existence of such products is generally unknown to consumers
 - C. Consumers typically spend very little time comparing shopping products
 - D. Shopping products are less expensive than convenience products
12. Service variability means that _____.
- A. services cannot be stored for later sale or consumption
 - B. service quality depends on when, where, and how they are provided
 - C. services cannot be seen, tasted, felt, heard, or smelled before purchase
 - D. services can be separated from their service providers
13. _____ uses buyers' perceptions of what a product is worth as the key to pricing.
- A. Target return pricing
 - B. Product cost-based pricing
 - C. Competition-based pricing
 - D. Customer value-based pricing
14. Which statement is **TRUE** about market-skimming pricing strategy?
- A. Production costs rise with an increase in marketing efforts
 - B. Prices increase incrementally as sales volume increases
 - C. The product's quality must support its high price
 - D. The strategy is suitable for price sensitive customers
15. A(n) _____ is considered a marketing intermediary.
- A. customer
 - B. producer
 - C. wholesaler
 - D. manufacturer
16. Which of the following is **TRUE** about intensive distribution strategy?
- A. Products are distributed through a limited number of channels
 - B. Products are distributed through all available channels
 - C. Products are distributed through a single wholesaler or retailer
 - D. Products are distributed using direct marketing to reach customers

17. _____ refers to any short-term incentive that encourages the purchase or sale of a product or service.
- A. Sales promotion
 - B. Advertising
 - C. Public relations
 - D. Direct marketing
18. _____ advertising primarily maintains brand relationships and is important for mature products.
- A. Informative
 - B. Persuasive
 - C. Reminder
 - D. Comparative
19. The presentation stage of the personal selling process most likely involves _____.
- A. setting the meeting with a customer to close a deal
 - B. gathering information about an organization and its buyers
 - C. requesting an order from the customer after handling objections
 - D. showing how products can solve a customer's problems
20. Which of the following statement is **TRUE** regarding viral marketing?
- A. It is the digital version of word-of-mouth marketing
 - B. It is another term for the unethical invasion of online privacy
 - C. It refers to online marketing problems caused by technical issues
 - D. It is a traditional form of direct marketing

Section B (60 marks)

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

Question 1

- (a) Explain with relevant examples on how you can use *occasion*, *benefits sought*, *usage rate*, and *user status* segmentation. (10 marks)
- (b) Identify and explain **FOUR (4)** types of market targeting strategies with relevant examples. (10 marks)

Question 2

- (a) Identify and explain **THREE (3)** levels of products with relevant examples. (10 marks)
- (b) Identify and discuss **FOUR (4)** brand development strategies with relevant examples. (10 marks)

Question 3

- (a) Identify and discuss with relevant examples **TWO (2)** major pricing strategies for new products. (10 marks)
- (b) Explain *fixed costs*, *variable costs* and *total costs* with relevant examples. (10 marks)

Question 4

- (a) Identify and explain with relevant examples any **FOUR (4)** of out five functions that marketing channel members perform. (10 marks)
- (b) Identify and discuss **THREE (3)** levels of distribution intensity with relevant examples. (10 marks)

Question 5

- (a) Identify and discuss any **THREE (3)** major promotion tools with relevant examples. (10 marks)
- (b) If your job is to plan for your company's advertising budget, identify and discuss the **FOUR (4)** methods that you can use to set the budget. (10 marks)