



FINAL
Examination Paper

(COVER PAGE)

Session : January 2017

Programme : Certificate In Business Studies (CBSI)

Course : **MKT1001: Marketing**

Date of Examination : 6 March 2017 (Monday)

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

Duration : 2 Hours

Special Instructions :

This paper contains **TWO (2)** sections.

Section A: Multiple choice Questions. Answer **ALL TWENTY** questions.

Section B: Short Essay Questions. Answer **THREE out of FIVE** questions.

Materials permitted :

Nil

Materials provided :

OMR Sheet

Examiner(s) : **Khor Kok Chin**

Moderator : Assoc Prof. Dr.Intan Osman

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

INTI INTERNATIONAL COLLEGE PENANG
CERTIFICATE IN BUSINESS STUDIES PROGRAMME (CBSI)
MKT1001: MARKETING
FINAL EXAMINATION : JANUARY 2017 SESSION

Section A: Multiple choice Questions. Answer ALL TWENTY questions (40 marks)

1. Marketers are said to suffer from marketing myopia when they ignore underlying consumer needs and focus excessively on _____.
A) consumers' brand experiences
B) competitors' threats
C) consumers' existing wants
D) competitors' strengths
2. Which of the following concepts calls for sustainable marketing?
A) the societal marketing concept
B) the marketing concept
C) the selling concept
D) the production concept
3. 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
4. JJ Distributors Ltd. buys electronic products from manufacturers for wholesale and sells them to various retail outlets. To which of the following markets does JJ Distributors Ltd. directly cater?
A) business markets
B) reseller markets
C) manufacturer markets
D) supplier markets
5. Which of the following is most likely a characteristic of the Millennial generation?
A) They have very little knowledge of using digital media.
B) They are a smaller population than Generation X.
C) They are the wealthiest generation in the United States to date.
D) They are more likely to engage with brands using mobile or social media.
6. Lilly's, a furniture retailer, sells low-end furniture and accent pieces that are targeted toward lower-income consumer groups. Lilly most likely segments the consumer market based on _____ variables.
A) demographic
B) psychographic
C) behavioral
D) geographic

7. When the size, purchasing power, and profiles of a market segment can be determined, the market segment is said to be _____.
- A) measurable
 - B) accessible
 - C) substantial
 - D) actionable
8. Compared with undifferentiated marketing, differentiated marketing is more likely to lead to _____.
- A) reduced sales in each market segment
 - B) weaker product position in each market segment
 - C) higher costs of doing business
 - D) redundancy in product design across market segments
9. Product mix depth refers to the _____.
- A) number of versions offered for each product in the line
 - B) ways in which the various product lines are related
 - C) number of different product lines the company carries
 - D) total number of items a company carries within its product lines
10. Which of the following is most likely a true statement about services?
- A) Services can be stored for later sale or use.
 - B) Service quality is not dependent on the provider.
 - C) Services can be easily separated from their providers.
 - D) Service industries vary greatly.
11. Which of the following sets the lower limit for a product's pricing?
- A) product costs
 - B) profits
 - C) competition
 - D) elements of the product mix
12. 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
13. Pricing a product based on consumers' reference prices is referred to as _____ pricing.
- A) geographical
 - B) psychological
 - C) allowance
 - D) by-product

14. Which of the following applies to a marketing intermediary who buys brand name toothpaste from 10 different manufacturers, consolidates offerings, and then resells the various brands to 500 supermarkets in Florida?
- A) facilitate the production of products without direct customer feedback
 - B) help a company develop a direct channel selling system
 - C) buy small quantities of products from producers and break them down into narrow assortments for customers
 - D) transform the assortments of products made by producers into the assortments wanted by consumers
15. A(n) _____ is considered a marketing intermediary.
- A) customer
 - B) producer
 - C) manufacturer
 - D) wholesaler
16. Which of the following is an example of a horizontal conflict in a distribution channel?
- A) a Nike shoe dealer complaining that the shoes provided to the dealer are defective
 - B) a Ford car dealer complaining that another Ford dealer is underpricing the same models
 - C) a FedEx agent complaining that a DHL agent is cutting off his business
 - D) a Walmart executive complaining to a Pepsi executive for not replenishing stocks on time
17. Which of the following is true of an exclusive dealing arrangement between a producer and a dealer?
- A) It prohibits the producer from selling outside the dealer's territory.
 - B) It prevents the producer from using any other dealer to sell its products regardless of geographical area.
 - C) It gives the producer's products more shelf power compared to a competitor's products being sold by the dealer.
 - D) It does not allow other producers to sell to that dealer.
18. Which of the following is true of a territorial sales-force structure?
- A) It clearly defines each salesperson's job and establishes accountability.
 - B) It benefits firms with many technological products requiring technically skilled salespeople.
 - C) It is used by firms that organize their sales forces along customer or industry lines.
 - D) It requires salespeople to sell a wide variety of products over a broad geographic area.
19. A(n) _____ is the variable amount in a salesperson's compensation.
- A) bonus
 - B) commission
 - C) salary
 - D) incentive

20. In which step of the selling process does a salesperson learn as much as possible about a prospective customer before making a sales call?
- A) approach
 - B) follow-up
 - C) handling objections
 - D) preapproach

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

Question 1

- (a) Using suitable examples, briefly compare and contrast the concepts of needs, wants, and demands. Discuss how these concepts relate to marketing practices. (12 marks)
- (b) How do businesses segment their markets? (8 marks)
- Total: (20 marks)

Question 2

- (a) What is a product? What are the three levels of a product? (10 marks)
- (b) What are the two ways in which a company can extend its product line? (10 marks)
- Total: (20 marks)

Question 3

Explain, with examples, the four characteristics of services that a company must consider when designing marketing programs. (20 marks)

Total: (20 marks)

Question 4

- (a) What external factors affect the pricing decisions made by organizations? (10 marks)
- (b) Distinguish between market-skimming pricing and market-penetration pricing. (10 marks)
- Total: (20 marks)

Question 5

- (a) Differentiate between intensive distribution, exclusive distribution, and selective distribution strategies. Provide examples of products that would be appropriate for each. (10 marks)
- (b) List and explain the various types of sales promotions. What are the objectives of each type? (10 marks)
- Total: (20 marks)

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