



**INTI**

INTERNATIONAL COLLEGE PENANG (507232-U)  
LAUREATE INTERNATIONAL UNIVERSITIES

FINAL  
Examination Paper

(COVER PAGE)

Session : JANUARY 2016

Programme : CERTIFICATE IN BUSINESS STUDIES (CBSI)

Course : MKT1001 : MARKETING

Date of Examination : 11 March 2016 (Friday)

Time : 2:00pm – 4:00pm 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 TWO (2) questions out of the FOUR (4) structured questions

Materials permitted :

Non-Programmable Calculator

Materials provided :

OMR & Answer booklet

Examiner(s) :

Mr. Goh Wai Meng

Moderator :

Dr. Intan Osman

*This paper consists of 9 printed pages, including the cover page.*

INTI INTERNATIONAL COLLEGE PENANG

CERTIFICATE IN BUSINESS STUDIES PROGRAMME (CBSI)

MKT1001: MARKETING

FINAL EXAM: JANUARY 2016 SESSION

**Section A: (50 marks)**

This section consists of **TWENTY FIVE (5)** multiple choice questions. Answer **ALL TWENTY FIVE (5)** questions.

1. Which of the following is an example of a good?

- A) a massage
- B) a textbook
- C) a medical examination by a doctor
- D) an idea for a new television show

2. The \_\_\_\_\_ for a guest paying for a night's stay at a hotel is a bed, bathroom, towels, dresser, light, and closet.

- A) actual product
- B) core product
- C) value-deliverable product
- D) augmented product

3. The \_\_\_\_\_ is the actual product such as a refrigerator plus delivery, installation, financing, and warranty.

- A) actual product
- B) value network
- C) augmented product
- D) generic product

4. A firm's \_\_\_\_\_ is the entire range of products the company offers for sale.

- A) product line
- B) product mix
- C) marketing mix
- D) promotional mix

5. The final stage in the product life cycle is \_\_\_\_\_.

- A) maturity
- B) decline
- C) phasing out
- D) harvesting

6. \_\_\_\_\_ are acts, efforts, or performances exchanged from producer to user without ownership rights.

- A) Tangibles
- B) Services
- C) Ideas
- D) Brand extensions

7. Service \_\_\_\_\_ means that customers cannot see, hear, or smell good service.

- A) perishability
- B) variability
- C) intangibility
- D) inseparability

8. According to the goods/services continuum, which of the following is the best example of a pure service provider?

- A) a furniture retailer
- B) a magazine publisher
- C) a building contractor
- D) a teacher

9. \_\_\_\_\_ is the value customers give up to obtain a desired product.

- A) Profit
- B) Exchange
- C) Price
- D) Demand

10. Consumers usually perceive higher-priced products as \_\_\_\_\_.

- A) out of reach for all but the wealthy
- B) having high quality
- C) having low profit margins
- D) having cost-based prices

11. When setting prices, a company must consider factors in its pricing environment. \_\_\_\_\_, including factors such as boom or recession, inflation, and interest rates, can have a strong impact on the firm's pricing strategies.

- A) Consumer trends
- B) Economic trends
- C) Competitors' responses
- D) The demand curve

12. Which of the following is NOT a traditional form of marketing communication?

- A) public relations
- B) direct marketing
- C) strategic positioning
- D) advertising

13. \_\_\_\_\_ is a strategic business process that marketers use to plan, develop, execute, and evaluate coordinated, measurable, persuasive brand communication programs.

- A) Integrated marketing communications (IMC)
- B) A push strategy
- C) A pull strategy
- D) Experiential marketing

14. \_\_\_\_\_ is the element of the promotion mix that involves direct interaction between a company representative and a customer.

- A) Word of mouth
- B) Public relations
- C) Advertising
- D) Personal selling

15. A company's total marketing communications mix consists of a special blend of advertising, sales promotion, public relations, personal selling, and direct-marketing tools that the company uses to communicate customer value and build customer relationships. This is also called \_\_\_\_\_.

- A) direct marketing
- B) integrated marketing
- C) the promotion mix
- D) target marketing

16. Which of the following is defined as nonpersonal communication paid for by an identified sponsor using mass media to persuade or inform an audience?

- A) personal selling
- B) direct marketing
- C) direct selling
- D) advertising

17. \_\_\_\_\_ consists of short-term incentives to encourage the purchase or sale of a product or service.

- A) A patronage reward
- B) A segmented promotion
- C) Public relations
- D) Sales promotion

18. \_\_\_\_\_ is the practice of sending unsolicited e-mail directed to five or more people not personally known to the sender.

- A) Spimming
- B) Spamming
- C) Junking
- D) Appealing

19. \_\_\_\_\_ has the highest cost per contact with each customer.

- A) Direct marketing
- B) Advertising
- C) Mass marketing
- D) Personal selling

20. Which of the following encompasses all of a firm's activities to create products and services that in turn create value for the consumer and make a profit for the company?

- A) the supply chain
- B) the value chain
- C) the channel of distribution
- D) the conventional marketing system

21. What types of products are intensively distributed?

- A) soft drinks
- B) car
- C) life insurance
- D) Domino's Pizza

22. Rolex watches can only be found in a limited number of intermediaries. This is an example of \_\_\_\_\_ distribution.

- A) exclusive
- B) intensive
- C) independent
- D) quality

23. Chewing gum is stocked in many outlets in the same market or community; in fact, it is placed in as many outlets as possible. This is an example of \_\_\_\_\_ distribution.

- A) exclusive
- B) selective
- C) dual
- D) intensive

24. Marketers first identify consumer needs and then provide products that satisfy those needs, ensuring the firm's long-term profitability. This practice is referred to as \_\_\_\_\_.

- A) consumer orientation
- B) the marketing concept
- C) total quality management
- D) the marketing mix

25. A product delivers a benefit when it satisfies a \_\_\_\_\_.

- A) need or want
- B) business portfolio
- C) research study
- D) probability sample

**Section B: (50 marks)**

This section consists of **FOUR (4)** structured questions. Answer any **TWO (2)** questions.

**Question 1**

- a) Define what is “microenvironment” and “macroenvironment”, and to list **THREE (3)** actors of “microenvironment” and “macroenvironment”. (8 marks)
- b) Provide the **FIVE (5)** types of consumer markets. (8 marks)
- c) Briefly define the Political Environment and list **THREE (3)** goals of enacting business legislations. (7 marks)

**Question 2**

- a) Identify and briefly explain the **THREE (3)** levels of Product and Services. (6 marks)
- b) List and explain **THREE (3)** classifications of Products and Services with an example for each classification. (12 marks)
- c) Explain the intent of managing service differentiation as a marketing strategy for service firms. (7 marks)

**Question 3**

- a) Define the **TWO (2)** New-Product Pricing Strategies, and to provide an example of a product that is applicable for each strategy. (8 marks)
- b) List the **FOUR (4)** criteria to effectively implement segmented pricing. (8 marks)
- c) Define “international pricing”, and list **FOUR (4)** factors that will influence this particular price adjustment strategy. (9 marks)

**Question 4**

- a) Explain the **FIVE (5)** major advertising strategy decisions. (15 marks)
- b) Briefly explain “Direct Marketing”, and discuss the benefits of “Direct Marketing” to consumers. (10 marks)

