



FINAL  
Examination Paper

(COVER PAGE)

Session : April 2017

Programme : Diploma In Business Management (DBM)

Course : WBUS1106 : Principles of Marketing

Date of Examination : July 30, 2017 (Sunday)

Time : 2:00 pm – 4:00 pm Reading Time : Nil

Duration : 2Hours

**Special Instructions :**

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

**Section B:** Answer TWO (2) out of THREE (3) question.

**IMPORTANT NOTE : THIS PAPER SHOULD NOT BE TAKEN OUT OF THE EXAMINATION HALL**

Material permitted : Nil

Materials provided : OMR Sheets

Examiner(s) : Ms Hew Fui Mun, Ms Catherine Muthu & Mr Lim Ghee Hean

Moderator : Assoc. Prof. Dr. Azizah Omar

*This paper consists of 8 printed pages, including the cover page*

DIPLOMA IN BUSINESS MANAGEMENT PROGRAMME (DBM)  
WBUS1106 PRINCIPLES OF MARKETING  
FINAL EXAMINATIONS: APRIL 2017 SESSION

**Section A (50 marks)**

**Instructions:** This section consists of **TWENTY FIVE (25)** questions. Answer **ALL** questions in the **OMR** sheet provided.

1. You are directed to study the actors close to the company that affect its ability to serve its customers-departments within the company, suppliers, marketing intermediaries, customer markets, competitors, and publics. What are you studying?
  - A. the macroenvironment
  - B. the microenvironment
  - C. the marketing environment
  - D. the demographic environment
  
2. In the BCG approach, \_\_\_\_\_ are high-share, high-growth businesses or products. They need heavy investment to finance rapid growth. When their growth slows down, they turn into \_\_\_\_\_.
  - A. cash cows; stars
  - B. question marks; dogs
  - C. stars; question marks
  - D. stars; cash cows
  
3. Making more sales to current customers without changing a firm's products is \_\_\_\_\_.
  - A. market attractiveness
  - B. market penetration
  - C. market development
  - D. diversification
  
4. All of the following are accurate descriptions of modern marketing today, **EXCEPT** which one?
  - A. Marketing is the creation of value for customers.
  - B. Marketing is managing profitable customer relationships.
  - C. Selling and advertising are synonymous with marketing.
  - D. Marketing is used by for-profit and not-for-profit organizations.

5. The product concept says that a company should do which of the following?
- A. improve marketing of its best products
  - B. focus on the target market and make products that meet those customers' demands
  - C. focus on making continuous product improvements
  - D. make promoting products the top priority
6. Which of the following is NOT a type of factor in a company's macroenvironment?
- A. demographic
  - B. technological
  - C. competitor
  - D. Political
7. The 55-year-old baby boomers share common needs in music and performers. When a music company decides to serve this group, the group is called a(n) \_\_\_\_\_.
- A. target market
  - B. well-defined market
  - C. differentiated market
  - D. positioning
8. Developing a product or service involves defining the benefits that it will offer. These benefits are communicated and delivered by \_\_\_\_\_ such as quality, features, and style and design.
- A. private brands
  - B. product attributes
  - C. consumer products
  - D. product mixes
9. When backed by buying power, wants become \_\_\_\_\_.
- A. social needs
  - B. demands
  - C. physical needs
  - D. self-esteem needs

10. \_\_\_\_\_ are a form of product that consists of activities, benefits, or satisfactions offered for sale that are essentially intangible and do not result in the ownership of anything.
- A. Line extensions
  - B. Services
  - C. Brands
  - D. Consumer products
11. When Burger King targets children, teens, adults, and seniors with different ads and media, it is practicing \_\_\_\_\_ segmentation.
- A. geographic
  - B. demographic
  - C. psychographic
  - D. behavioral
12. When Wal-Mart customizes its merchandise store by store to meet shopper needs, it is practicing \_\_\_\_\_.
- A. niche marketing
  - B. psychographic marketing
  - C. local marketing
  - D. individual marketing
13. Which of the following is a customer-oriented approach to pricing?
- A. value-based pricing
  - B. sealed-bid pricing
  - C. break-even pricing
  - D. target profit pricing
14. A company's total marketing communications package 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. the communications method
  - B. integrated marketing
  - C. the promotion mix
  - D. competitive marketing

15. New product development starts with \_\_\_\_\_.
- A. idea generation
  - B. idea screening
  - C. concept development
  - D. test marketing
16. What are the two ways that a company can obtain new products?
- A. line extension and brand management
  - B. internal development and merger
  - C. new-product development and acquisition
  - D. service development and product extension
17. When suppliers, distributors, and customers partner with each other to improve the performance of the entire system, they are participating in a \_\_\_\_\_.
- A. value delivery network
  - B. channel of distribution
  - C. supply chain
  - D. demand chain
18. After concept testing, a firm would engage in which stage in developing and marketing a new product?
- A. idea screening
  - B. marketing strategy development
  - C. business analysis
  - D. test marketing
19. Which is the first step in the marketing process?
- A. Designing a customer-driven marketing strategy.
  - B. Preparing an integrated marketing plan and program.
  - C. Understanding the marketplace and customer needs.
  - D. Building customer relationships

20. If Under Armour, the successful maker of moisture-wicking shirts and shorts, considered introducing a line of Under Armour fitness equipment, the company would be considering \_\_\_\_\_.
- A. market development
  - B. market penetration
  - C. product adaptation
  - D. diversification
21. In a basic SWOT analysis the "T" stands for \_\_\_\_\_.
- A. threats
  - B. tangible
  - C. timing
  - D. trust
22. In the early periods of the introduction of HDTV, the prices were extremely high. The strategy being used is considered to be what?
- A. Price skimming
  - B. Market penetration pricing
  - C. Price discrimination
  - D. Target profit pricing
23. Consumer product with unique characteristics or brand identification for which a significant group of buyers is willing to make a special purchase effort
- A. Unsought product
  - B. Augmented product
  - C. Specialty product
  - D. Convenience product

24. Place is the element of the marketing mix, which ensures:
- A. Customers are informed of new store openings
  - B. Products are available in the right place and at the right time
  - C. Products are made available at the right price
  - D. Customers are informed the location of the products.
25. Of the five tools that comprise the IMC, which is typically designed to achieve short-term goals?
- A. Personal selling
  - B. Advertising
  - C. Public relations
  - D. Sales promotions

**Section B : Structural questions. Answer TWO (2) out of THREE (3) questions. (50 marks)**

**Question 1**

Define all term below with relevant explanation and example:

- (a) Societal Concept (5 marks)
- (b) Marketing Concept (5 marks)
- (c) Vertical Marketing System (VMS) (5 marks)
- (d) Unsought Goods (5 marks)
- (e) Sales Promotion (5 marks)

**Question 2**

- (a) Briefly describe with examples the **FOUR (4)** types of SBUs under the BCG matrix. (20 marks)
- (b) Identify and illustrate the **FOUR (4)** strategies under product/market expansion grid. (5 marks)

**Question 3**

- (a) Briefly explain the **FOUR (4)** steps in managing a distribution channel. (10 marks)
- (b) Briefly describe with examples any **THREE (3)** pricing adjustment strategies. (15 marks)

**-THE END-**

*WBUS1106 (F)/Apr2017/reformatted*