

FINAL
Examination Paper

(COVER PAGE)

Session : August 2016

Programme : Diploma In Business Management (DBM)

Course : WBUS1106 : Principles of Marketing

Date of Examination : December 10, 2016 (Saturday)

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

Duration : 2 Hours

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

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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: AUGUST 2016 SESSION

Section A (50 marks)

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

1. Choose the correct definition of Marketing.
 - A. The form human needs take as they are shaped by culture and individual personality.
 - B. The process by which companies create value for customers and build strong customer relationships in order to capture value from customers in return.
 - C. The act of obtaining a desired object from someone by offering something in return.
 - D. Some combination of products, services, information, or experiences offered to a market to satisfy a need or want.

2. "The mistake of paying more attention to the specific products a company offers than to the benefits and experiences produced by these products."
The above statement refers to:
 - A. Market
 - B. Marketing
 - C. Marketing myopia
 - D. Market offering

3. Choose the correct sequence of Marketing Process.
 - I. Understand the marketplace and customer needs and wants
 - II. Construct an integrated marketing program that delivers superior value
 - III. Build profitable relationships and create customer delight
 - IV. Design a customer-driven marketing strategy
 - V. Capture value from customers to create profits and customer equity
 - A. I, II, III, IV, V
 - B. I, III, IV, V, II
 - C. I, IV, II, III, V
 - D. I, IV, III, II, V

4. Marketing mix or four Ps consists of tactical marketing tools blended into an integrated marketing program. Four Ps refer to:

- I. Product
- II. Price
- III. Place
- IV. Promotion

- A. I, II, and III
- B. II, III, and IV
- C. I, III, and IV
- D. All the above

5. What is business portfolio?

- A. The collection of businesses and products that make up the company.
- B. The process by which management evaluates the products and businesses that makes up the company.
- C. The statement of the organization's purpose.
- D. The process of developing and maintaining a strategic.

6. "Company growth by increasing sales of current products to current market segments without changing the product."

The above statement refers to:

- A. Market development
- B. Product development
- C. Market penetration
- D. Diversification

7. The goal of _____ is to match the company's strengths to attractive opportunities in the environment, while eliminating or overcoming the weaknesses and minimizing the threats.

- A. Market segmentation
- B. Market targeting
- C. Marketing mix
- D. SWOT analysis

8. What is macroenvironment?
- A. The forces outside marketing that affect marketing management's ability to build and maintain successful relationships with target customers.
 - B. The forces close to the company that affect its ability to serve its customers.
 - C. The larger societal forces that affect the microenvironment.
 - D. Any group that has an actual or potential interest in or impact on an organization's ability to achieve its objectives.
9. "The company, suppliers, marketing intermediaries, customer markets, competitors and publics."
- The above forces are forces included in _____
- A. Marketing mix
 - B. Microenvironment
 - C. Macroenvironment
 - D. Growth-share matrix
10. Which of the following is NOT a type of factor in a company's macroenvironment?
- A. demographic
 - B. economic
 - C. technological
 - D. competitor
11. "Dividing a market into smaller segments of buyers with distinct needs, characteristics, or behaviors that might require separate marketing strategies or mixes."
- A. Market segmentation
 - B. Market targeting
 - C. Differentiation
 - D. Positioning
12. _____ divides buyers into different segments based on social class, lifestyle or personality characteristics.
- A. Demographic
 - B. Psychographic
 - C. Geographic
 - D. Behavioral

13. Which of the following is not the level in market targeting?
- A. Demographic marketing
 - B. Undifferentiated marketing
 - C. Differentiated marketing
 - D. Micromarketing
14. Micromarketing includes of which two segments?
- A. Local marketing and individual marketing
 - B. Local marketing and global marketing
 - C. Individual marketing and public marketing
 - D. Consumer marketing and competitor marketing
15. A _____ is defined as anything that can be offered to a market for attention, acquisition, use; or consumption that might satisfy a want or need.
- A. private brand
 - B. service variability
 - C. service
 - D. product
16. _____ 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
17. Definition of 'Product Positioning' refers to:
- A. A set of buyers sharing common needs or characteristics that the company decides to serve.
 - B. The way a product is defined by consumers on important attributes that place the product occupies in consumers' minds relative to competing products.
 - C. An advantage over competitors gained by offering greater customer value, either by having lower prices or providing more benefits that justify higher prices.
 - D. Tailoring products and marketing programs to the needs and preferences of individual customers.

18. Choose the correct levels of product and services.

- I. Core customer value
- II. Actual product
- III. Augmented product
- IV. Specialty product

- A. I, II, and III
- B. II, III and IV
- C. I, III, IV
- D. All the above

19. There are how many types of consumer product?

- A. 1
- B. 2
- C. 3
- D. 4

20. Which of the following is NOT the characteristic of service?

- A. Intangibility
- B. Variability
- C. Perishability
- D. Reparability

21. 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. product mixes
- B. product attributes
- C. package labeling
- D. marketing tools

22. What is Value-added pricing?

- A. The amount of money charged for a product or services that customers exchange for the benefits of having the products.
- B. Setting price based on buyers' perceptions of value rather than on the seller's cost.
- C. Offering just the right combination of quality and good service at a fair price.
- D. Attaching value-added features and services to differentiate a company's offers and charging higher price.

23. "A company's costs may be an important element in its pricing strategy. Companies with lower costs can set lower prices than result in smaller margins but greater sales and profits."
Based on the above statement, which of the following pricing strategy can best be adopted by the company?
- A. Good-value pricing
 - B. Value-added pricing
 - C. Cost-based pricing
 - D. Break-even pricing
24. _____ charges different customers for different prices for the same product or service.
- A. Segmented pricing
 - B. Psychological pricing
 - C. Promotional pricing
 - D. Geographical pricing
25. Prices that buyers carry in their minds and refer to when they look at a given product.
The above statement refers to:
- A. Reference prices
 - B. Promotional pricing
 - C. Special-event pricing
 - D. Case rebates

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) Marketing (5 marks)
- (b) Product Concept (5 marks)
- (c) Marketing Myopia (5 marks)
- (d) Production Concept (5 marks)
- (e) Selling Concept (5 marks)

Question 2

- (a) Differentiate consumer product and industrial products. (5 marks)
- (b) Explain the **FOUR (4)** types of consumer products. Support your answers with appropriate examples. (20 marks)

Question 3

Mr Javier is the owner of restaurant which focuses on selling organic sandwiches and spaghetti. The business is not doing well since opening. Mr Javier decided to seek for your advice to identify his business strategies.

- (a) Explain any **TWO (2)** market segmentation bases which are able to target the correct consumer market to Mr Javier. (10 marks)
- (b) Discuss any **THREE (3)** pricing strategies based on the segmentation explained earlier. (15 marks)