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University & Colleges**

**FINAL
Examination Paper**

(COVER PAGE)

Session : April 2018

Programme : Diploma In Business Management (DBM)

Course : WBUS1106 : Principles of Marketing

Date of Examination : July 28, 2018 (Saturday)

Time : 10:00 am – 12:00 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 : APRIL 2018 SESSION

Section A (50 marks)

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

1. Product, price, place and promotion is part of:
 - A. Marketing mix
 - B. Marketing needs
 - C. Marketing demand
 - D. Market offering

2. For the past two years Mary has wanted to buy a new car. Now she finally graduated from college and taken a good paying job she has the buying power to purchase the red convertible she has dreamed about. Mary's want now has become a _____.
 - A. Need
 - B. Necessity
 - C. Demand
 - D. Satisfier

3. Chloe recently purchase a new body shower. In analyzing the product's perceived performance against her expectations, Chloe was measuring her level of _____.
 - A. Customer Perceived Value
 - B. Customer Satisfaction
 - C. Exchange
 - D. Demand

4. _____ is the process of developing and maintaining a crucial fit between the organization's goals and capabilities and its changing marketing opportunities.
- A. Benchmarking
 - B. SWOT analysis
 - C. Market segmentation
 - D. Strategic planning
5. Dan has been directed to study the forces close to a company that affect its ability to serve its customers, such as the company, suppliers, marketing intermediaries, customer markets, competitors, and publics. In this instance, Dan has been directed to study the _____ of the company.
- A. Macroenvironment
 - B. Microenvironment
 - C. Technological environment
 - D. Demographic environment
6. Joan Darrah's clothing store sells retro-fashion items to college undergraduates in Newton, Massachusetts. What market does the store service?
- A. Business
 - B. Reseller
 - C. Government
 - D. Consumer
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. SWOT analysis
 - D. Growth-share matrix
8. Natalie is planning to buy a new washing machine. She notices that it come in numerous price ranges. This products is a(an) _____ products.
- A. Unsought
 - B. Shopping
 - C. Specialty
 - D. Convenience

9. Justin's customers have noticed that the quality of a haircut depends on who provides it as well as when, where, and how it is provided. This is an example of:
- A. Service inseparability
 - B. Service reparability
 - C. Service intangibility
 - D. Service variability
10. Advertising is all of the following **EXCEPT** _____.
- A. Paid for
 - B. Nonpersonal
 - C. Must have an identified sponsor
 - D. Word of mouth
11. The major promotion tool that includes catalogs, telephone marketing, kiosks, the Internet, and more is called _____.
- A. Sales promotion
 - B. Direct marketing
 - C. Personal selling
 - D. Public relations
12. Johnson Boats wants to introduce a new model of boat into mature markets in highly developed countries with the goal of quickly gaining mass-market share. As a consultant, you would recommend a _____ pricing strategy.
- A. Skimming
 - B. Penetration
 - C. Zone
 - D. Loss-Leader
13. Mach 3 razor blades must be used in the Mach 3 razor. Which type of pricing is used?
- A. Product line pricing
 - B. Optional-product pricing
 - C. Captive-product pricing
 - D. By-product pricing

14. Which of the following marketing communication tools involves a representative of a company interacting directly with a consumer to provide information that helps the consumer make a buying decision?
- A. Personal selling
 - B. Advertising
 - C. Sponsorship
 - D. Public relations
15. We define a _____ as anything that can be offered to a market for attention, acquisition, use, or consumption and that might satisfy a want or need.
- A. Private brand
 - B. Service variability
 - C. Service
 - D. Product
16. To differentiate themselves, many companies go beyond offering products and services; they are also developing and delivering customer _____.
- A. Feedback
 - B. Experiences
 - C. Brands
 - D. Product lines
17. Value-based pricing is the reverse process of _____.
- A. Cost-plus pricing
 - B. Cost-based pricing
 - C. Good-value pricing
 - D. Value-added pricing
18. _____ is the term used when marketers focusing only on existing wants and losing sight of underlying consumer needs.
- A. Marketing prejudice
 - B. Marketing bias
 - C. Marketing myopia
 - D. Marketing impartiality

19. The best-known portfolio-planning method is the now-classic Boston Consulting Group (BCG) approach. The growth-share matrix defines four types of SBUs that includes:

- I. Dog
 - II. Star
 - III. Question mark
 - IV. Cash cow
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- A. I & II only
 - B. I, II & III only
 - C. II, III & IV only
 - D. All of the above

20. The types of marketing intermediaries include:

- I. Reseller
 - II. Physical distribution firm
 - III. Financial intermediaries
 - IV. Contract intermediaries
-
- A. I & II only
 - B. II & III only
 - C. I, II & III only
 - D. II, III & IV only

21. - Increased pollution
- Increased government intervention
- Developing strategies that support environmental sustainability
- Growing shortages of raw materials

The above statement best describes the trends in _____.

- A. The social environment
- B. The natural environment
- C. The economic environment
- D. The technological environment

22. Market offerings includes the following entities:
- I. Ideas
 - II. Organisations
 - III. Places
 - IV. Persons
- A. I & III only
 - B. I, III & IV only
 - C. I, II & IV only
 - D. All of the above
23. Your firm has decided to localise its products and services to meet local market demands. A good approach to use would be _____ segmentation.
- A. Geographic
 - B. Demographic
 - C. Psychographic
 - D. Behavioral
24. With _____, price is set to match consumers' perceptions of product value.
- A. Variable cost pricing
 - B. Cost-plus pricing
 - C. Cost-based pricing
 - D. Value-based pricing
25. A firm is using _____ when it charges a high, premium price for a new product with the intention of reducing the price in the future.
- A. Price skimming
 - B. Value pricing
 - C. Market-penetration pricing
 - D. Prestige pricing

Section B: Structural questions. Answer **TWO (2)** out of **THREE (3)** questions in the answer booklet provided. **(50 marks)**

Question 1

Define all term below with relevant explanation and example:

- (a) Production Concept (5 marks)
- (b) Horizontal Marketing System (5 marks)
- (c) Societal Concept (5 marks)
- (d) Supply Chain (5 marks)
- (e) Technological environment (5 marks)

Question 2

Identify and illustrate with relevant examples how a company can use product/market expansion grid as its growth strategy.

(25 marks)

Question 3

- (a) Briefly explain the **FIVE (5)** requirements for effective market segmentation. (10 marks)
- (b) Describe with examples the **THREE (3)** steps used in competitor analysis. (15 marks)

-THE END-