

**FINAL**  
Examination Paper

(COVER PAGE)

Session	:	<u>August 2015</u>
Programme	:	<u>Diploma In Business/ Finance /Entrepreneurship (DIB/ DIF/ DENT) Diploma In Mass Communication (DMCN) Diploma In Culinary Arts (DCA) Diploma In Graphic Design (DGD) Diploma In Interactive Multimedia And Animation Design (DIMA) Diploma In Hotel Management (DHMN)</u>
Course	:	<u>MKT1102/ 1101: Fundamentals Of Marketing</u>
Date of Examination	:	<u>December 8, 2015</u>
Time	:	<u>5.00pm –7.00pm</u> Reading Time : <u>Nil</u>
Duration	:	<u>2 Hours</u>
Special Instructions	:	
		<u>Section A: Answer any <b>ONE (1)</b> essay question.</u>
		<u>Section B: Answer any <b>THREE (3)</b> short-answer questions.</u>
Materials permitted	:	<u>Nil</u>
Materials provided	:	<u>Nil</u>
Examiner(s)	:	<u>Ms. Michelle Hoong, Ms. Lingkeswari Kunasagaram, Ms. Lee Koon Yoong, Ms. Hung Mun Siew, Mr. Denise Choong, Ms. Shoba</u>
Moderator	:	<u>Associate Professor Dr. Azizah Omar</u>

*This paper consists of 4 printed pages, including the cover page*

DIPLOMA IN BUSINESS (DIB)  
DIPLOMA IN MASS COMMUNICATION (DMCN)  
DIPLOMA IN CULINARY ARTS (DCA)  
DIPLOMA IN GRAPHIC DESIGN (DGD)  
DIPLOMA IN INTERACTIVE MULTIMEDIA AND ANIMATION (DIMA)  
DIPLOMA IN HOTEL MANAGEMENT (DHMN)  
MKT1102 / 1101: FUNDAMENTALS OF MARKETING  
FINAL EXAMINATION: AUGUST 2015 SESSION

**SECTION A: Essay Questions**

**Instruction:** Answer any **ONE (1)** out of **TWO (2)**.

**Question 1**

There are five strategies for **Developing Growth and Downsizing in business activities**. Explain all **FIVE (5)** tools of growth and downsizing which helps to identify the company strategic planning.

(25 marks)

**Question 2**

Ms Jean is new client and she needs your advice on yogurt drink marketing strategies. You are expected to explain any **TWO (2)** market segmentation bases which are able to target the correct consumer market for the yogurt drink.

You will need to explain the marketing mix strategies at the first **THREE (3)** stages in Product Life Cycle **AFTER** the yogurt drink has fully developed and launched in the market.

(25 marks)

**SECTION B: Short Questions**

**Instructions:** Answer any **THREE (3)** out of **FIVE (5)**.

**Question 1**

Define all term below with relevant explanation and example:

- (a) Marketing
- (b) Value proposition
- (c) Marketing Myopia
- (d) Production Concept
- (e) Selling Concept

(25 marks)

**Question 2**

Explain the following pricing strategies with appropriate examples:

- (a) Market skimming
- (b) Market penetration
- (c) Segmented pricing
- (d) Psychological pricing
- (e) Promotional pricing

(25 marks)

**Question 3**

- (a) Differentiate between Consumer Product and Industrial Product. (5 marks)
- (b) Define any **TWO (2)** types of industrial products with suitable examples. (5 marks)
- (c) Define service with any **TWO (2)** characteristics of it. (5 marks)
- (d) Differentiate between Quality Level and Quality Consistency. (5 marks)
- (e) Explain Branding. Support your answer with **TWO (2)** brand names. (5 marks)

**Question 4**

- (a) Differentiate between secondary data and primary data. Provide an example of each. (5 marks)
- (b) List out **THREE (3)** types of probability sampling and **TWO (2)** types of non-probability sampling. (5 marks)
- (c) Explain **TWO (2)** types of marketing control. (5 marks)
- (d) Explain SWOT analysis. (5 marks)
- (e) Explain the **TWO (2)** steps involved in business portfolio planning. (5 marks)

**Question 5**

- (a) Explain any **TWO (2)** marketing intermediaries available to a company. (5 marks)
- (b) Define how direct competitors and indirect competitors work in a market. Support your answer with suitable example. (5 marks)
- (c) Differentiate Microenvironment and Macroenvironment. (5 marks)
- (d) Explain how political environment impacts on a company's ability to achieve its objectives. Support your answer with appropriate example. (5 marks)
- (e) Explain how economic environment have the ability to positively or negatively affect a company. Support your answer with appropriate example. (5 marks)