

**FINAL
ALTERNATIVE ASSESSMENT**

Session	:	<u>April 2020</u>
Programme	:	<u>Diploma in Business (DIB)</u> <u>Diploma In Finance (DIF)</u> <u>Diploma In Marketing (DMKT)</u> <u>Diploma In Entrepreneurship (DENT)</u> <u>Diploma In E-Commerce (DEC)</u> <u>Diploma In Mass Communication (DMC)</u> <u>Diploma In Culinary Arts (DCAN)</u> <u>Diploma In Hotel Management (DHM)</u>
Course	:	<u>MKT1102: Fundamentals of Marketing</u>
Date of Examination	:	
Time Start	:	<u>August 1, 2020 (Saturday) @10.00am</u>
Time End	:	<u>August 2, 2020 (Sunday) @10.00am</u>
Duration	:	<u>24 Hours</u>
Special Instructions	:	
There are TWO (2) scenarios, Scenario 1 and Scenario 2 . Answer ALL questions in BOTH scenarios.		
IMPORTANT NOTE: THIS PAPER SHOULD NOT BE TAKEN OUT OF THE EXAMINATION HALL		
Material permitted	:	<u>Nil</u>
Materials provided	:	<u>Nil</u>
Examiner(s)	:	<u>Lee Koon Yoong, Leong Mie Shin, Grace Soon, Eti Farah, Gilbert Raj Sundram, Anthea Jacelyn Melanie Matanjun, Norzahirah Zakri, Muhammad Rajaie, and Foo Cheok Hwa</u>
Chief Moderator	:	<u>Mr. Steve Lam</u>

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

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DIPLOMA IN FINANCE PROGRAMME (DIF)
DIPLOMA IN MARKETING PROGRAMME (DMKT)
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DIPLOMA IN CULINARY ARTS PROGRAMME (DCAN)
DIPLOMA IN HOTEL MANAGEMENT PROGRAMME (DHM)
MKT1102: FUNDAMENTALS OF MARKETING
FINAL EXAMINATION: APRIL 2020 SESSION
24 HOURS

Instruction: There are **TWO (2)** scenarios, **Scenario 1** and **Scenario 2**. Answer **ALL** questions in **BOTH** scenarios.

Scenario 1: Gong cha Malaysia

The recent outbreak of a pandemic disease has left many consumers cash-strapped and short of confidence in Malaysia. Many companies have tried to come out with a winning marketing strategy to overcome the challenges. To do that, many companies have tried to come out with new products, new distribution channels, new pricing strategies and etc in order to stay competitive.

Gong Cha is a tea drink franchise business in Malaysia. Gong Cha serves a total of about fifty-seven different drinks, which can be divided into seven product lines: House specials, Brewed tea, Milk tea, Creative mix, Coffee, Healthy series and Ice smoothies. They also offer drinks in medium and large sizes. The most popular Gong Cha Milk Green Tea contains a lower layer of brewed tea covered by an upper layer of special creamer. Gong Cha also offers tea sets and tea in stores, such as Bi-Luo-Chun Green Tea and Darjeeling Spring Tea. Recently they offer a new type of food in their menu, Mochi Waffles.

(Students will need to provide their answers in relation to the given scenario and context)

Question 1

- (a) Compare and contrast the **FIVE (5)** Marketing Management Orientations with relevant examples
(15 marks)
- (b) Based on the answer given in Part 1(a), choose **ONE (1)** out of the five marketing management orientations to cope with the current situation. Provide justifications with relevant examples to your answer.
(10 marks)

(Total: 25 marks)

Question 2

- (a) Choose **ONE (1)** segmentation variable of your choice and conduct a market segmentation analysis based on your choice for Gong Cha's new product, Mochi Waffles. (15 marks)
- (b) Using the **THREE (3)** targeting strategies, choose the right target market strategy combination for Gong Cha's new product, Mochi Waffles. Provide justifications with relevant examples to your answer. (10 marks)
- (Total: 25 marks)**

Scenario 2: Avon Malaysia

Avon, being an international manufacturer and distributor of beauty, household, and personal care products, had believed in direct selling since its inception. It offered a wide range of beauty products, including skin care products, cosmetics, perfumes, spa treatments, make up, and everyday cosmetics & toiletries like shampoos, deodorants, and body lotions. Its product line included many recognizable names such as Anew, Avon Color, Skin-So-Soft, and Advance Techniques. Recently Avon has developed a set of new products called Avon Color. It is one of the leading cosmetic brands in the world. The products are mainly targeted at women in the age group of 25 to 50 years. The products are of high quality, are priced affordably, and positioned as products that provided value. The management team of Avon is facing two issues now – how should Avon extend the maturity of its products and what are the best distribution strategies for Avon?

(Students will need to provide their answers in relation to the given scenario and context)

Question 3

- (a) Based on the scenario, explain **THREE (3)** types of Consumer Marketing Channel with relevant examples. (15 marks)
- (b) Based on the answer given in Part 3(a), using the **THREE (3)** consumer marketing channels, choose the right channel combination that Avon should adopt. Provide justifications with relevant examples. (10 marks)
- (Total: 25 marks)**

Question 4

- (a) Explain the **FIVE (5)** stages of product life cycle of Avon Color with examples. (15 marks)
- (b) You have been asked to give advice to the management team on extending the product life cycle of Avon Color. Provide justifications with relevant examples in your answer. (10 marks)
- (Total: 25 marks)**

~ The End ~

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