

FINAL ALTERNATIVE ASSESSMENT
Examination Paper

Session	:	August 2020
Programme	:	Diploma In Business (DIB) Diploma In Marketing (DMKT) Diploma In Entrepreneurship (DENT) Diploma In Finance (DIF) Diploma In Mass Communication (DMCN) Diploma In Hospitality Management (DHMN) Diploma In Culinary Arts (DCAN) Diploma In Graphic Design (DGD)
Course	:	MKT1102: Fundamentals of Marketing
Date of Examination	:	
Time Start	:	December 15, 2020 (Tuesday) @ 10.00am
Time End	:	December 16, 2020 (Wednesday) @ 10.00am
Duration	:	24 Hours
Special Instructions	:	
There are TWO (2) scenarios, Scenario 1 and Scenario 2 . Answer ALL questions in BOTH scenarios.		
Material permitted	:	Nil
Materials provided	:	Nil
Examiner(s)	:	Lee Koon Yoong, Eti Farah Zainudin, Jeff Lim Chang Wei, Lawrence Shia, Norzahirah Zakri, and Muhammad Rajaie
Chief Moderator	:	Mr. Steve Lam

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

DIPLOMA IN BUSINESS PROGRAMME (DIB)
DIPLOMA IN MASS COMMUNICATION PROGRAMME (DMCN)
DIPLOMA IN HOSPITALITY MANAGEMENT PROGRAMME (DHMN)
DIPLOMA IN GRAPHIC DESIGN PROGRAMME (DGD)
DIPLOMA IN INTERACTIVE MULTIMEDIA AND ANIMATION PROGRAMME (DIMA)
MKT1102: FUNDAMENTALS OF MARKETING
FINAL ALTERNATIVE ASSESSMENT: AUGUST 2020 SESSION

Instructions: There are **TWO (2)** case studies, **Case Study 1** and **Case Study 2**. Answer **ALL** questions in **BOTH** case studies.

Case Study 1: Gillette

For more than 100 years, Gillette has dominated the razor industry. As a company that worth \$19.2 billion, Gillette produces innovative product which are used by 750 million men from around the world, according to Euromonitor. It has stood as a brand in relentless pursuit of the closest, most irritation free shave by launching more razor innovations than any other company. With a reputation for having the best blade in the business, not only has Gillette held the lion's share of the market, but it has done so by charging premium prices. But these days, Gillette is facing an onslaught of low-priced direct-to-consumer startups. In the past 10 years, its market share has dropped from 70 percent to 50 percent. Gillette is fighting back with price cuts and new products.

Source: Kotler, P. and Armstrong, G., 2020. *Principles Of Marketing*. 18th ed. Pearson.

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

Question 1

(a) Explain **FOUR (4)** pricing approaches used by Gillette for its current product with relevant examples.

(10 marks)

(b) If Gillette wants to come out with a new razor product targeting the low income segment, what pricing strategy would you recommend? Provide justifications to your answer with relevant examples.

(15 marks)

(Total: 25 Marks)

Question 2

(a) Explain the **FIVE (5)** stages of product life cycle with relevant examples if Gillette wants to innovate the new razor product.

(20 marks)

- (b) How would you help Gillette to sustain the business model by extending the product life cycle?
Provide justifications with relevant examples in your answer.

(5 marks)

(Total: 25 marks)

Case Study 2: TOYS R US

Toys R Us is a big name in kids and baby stuffs. The company deals in baby products, clothes, toys etc. It is known as one of the biggest children's product retailer. The company was formed in United States in 1948. It also runs the portfolio of an e-commerce sites. The company is operating in multiple countries. The company is successful in making its prominent image in the industry. Toys R Us has penetrated in the market with its various discounts and offers. The company offers different deals and packages on its toys and other stuffs. Toys R Us also make sure to make people aware about different uses of their toys and stuff to attract more and more consumers. Toys R Us used this strategy as after dealing in toys, it introduced baby clothes and other products. The company was able to gain more consumers because of this and earn good revenues. It is more helpful for the people to buy different stuff from one place rather than stopping on different places for various products. As the Toys R Us only deals in kids and baby stuff, it expanded itself in different countries and areas. This helps them in gaining consumers across the globe. However, it can expand itself demographically. It should start focusing on children more than 7 to 8 years. They can focus on elder kids or teens too, for increasing the market growth. Toys R Us can diversify itself in baby food, fresh foods, etc to make more consumers. This is a necessary item for babies, and if the company is successful in making qualitative baby food, it will be able to grab huge market share. For example, Nestle introduced Cerelac as baby food. Moreover, it can also diversify in providing baby room stuff and provide the service of setting the whole baby room with every needs and proper theme.

Adapted from Harvey, M. 2018.

1. Marketing strategies for Toys R Us. [Online], Available at: <https://www.essay48.com/marketing-strategy/12847-Toys-R-Us-Marketing-Strategy>, [Accessed on: 23rd February, 2020].

2. Ocansey, A. 2019. Using management tools to drive organizational performance. [Online], Available

at:https://www.academia.edu/12573508/Using_Management_Tools_to_Drive_Organizational_Performance, [Accessed on: 23rd February, 2020].

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

Question 3

- (a) Demography is the study of human populations in terms of size, density, location, age, gender, race, occupation, and other statistics. Conduct a market segmentation by using demography variable for Toys R Us
(15 marks)
- (b) Based on the answer given in Part 3(a), choose one targeting strategy that Toys R Us should focus on. Provide justifications with relevant examples.
(10 marks)
- (Total: 25 marks)**

Question 4

- (a) Explain **FOUR (4)** product/market expansion Grid with relevant examples.
(15 marks)
- (b) You have been asked to give advice to Toys R Us on which growth strategy should the company adopt. Provide justifications with relevant examples in your answer.
(10 marks)
- (Total: 25 marks)**

~ The End ~

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