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**FINAL**  
Examination Paper

(COVER PAGE)

Session : January 2015

Programme : Diploma In Business/Finance/Entrepreneurship (DIB/DIF/DENT)  
Diploma In Culinary Arts (DCA)  
Diploma In Mass Communication (DMCN)  
Diploma In Hotel Management (DHMN)  
Diploma In Graphic Design (DGD)  
Diploma In Interactive Multimedia And Animation Design (DIMA)

Course : MKT1102/ 1101 : Fundamentals Of Marketing

Date of Examination : March 17, 2015

Time : 2:00pm – 4:00pm Reading Time : \_\_\_\_\_

Duration : 2 Hours

Special Instructions :

This paper consists of **SIX (6)** questions. Answer any **FOUR (4)** questions in the answer booklet provided. All questions carry equal marks.

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Materials permitted : \_\_\_\_\_  
Nil

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Materials provided : \_\_\_\_\_  
Nil

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Examiner(s) : Ms. Lingkeswari Kunasagaram, Lee Koon Yoong,  
Tan Pei Shi, Sheah Sing Tao @ Lawrence Shia.

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Moderator : Associate Professor Dr. Azizah Omar

*This paper consists of 3 printed pages, including the cover page*

**INTI INTERNATIONAL COLLEGE SUBANG**

**DIPLOMA IN BUSINESS (DIB)  
DIPLOMA IN MASS COMMUNICATION (DMCN)  
DIPLOMA IN HOSPITALITY MANAGEMENT (DHMN)  
MKT1102: FUNDAMENTALS OF MARKETING  
FINAL EXAMINATION: JANUARY 2015 SESSION**

**Instruction:**

This paper consists of **SIX (6)** questions. Answer any **FOUR (4)** questions in the answer booklet provided. All questions carry equal marks.

**Question 1**

There are **FIVE (5)** alternative concepts, which organisations design and carry out their marketing strategies. These include the production, product, selling, marketing and societal marketing concepts. Describe and explain all with examples.

(25 marks)

**Question 2**

a) Define secondary data and discuss **TWO (2)** advantages and **TWO (2)** disadvantages of using secondary data.

(15 marks)

b) Identify and discuss any **TWO (2)** types of segmenting consumer markets with relevant example.

(10 marks)

**Question 3**

Explain the following terms with example

- Market penetration
- Market development
- Product development
- Diversification
- Downsizing

(25 marks)

**Question 4**

- a) Define the term "Public Relation". (5 marks)
- b) Identify and explain **FOUR (4)** external factors that normally influence a firm's pricing decision with practical examples. (20 marks)

**Question 5**

- a) Consumer products are products and services bought by final consumers for personal consumption. Consumer products include:
- convenience products
  - shopping products
  - specialty products
  - unsought products.

Select **THREE (3)** of the above and explain the characteristics of the product with relevant examples.

(15 marks)

- b) With suitable example, discuss any **TWO (2)** macro-environment that affects business decisions.

(10 marks)

**Question 6**

- a) Marketing management must make **FOUR** important decisions when developing an advertising program. Describe the major decisions involved in developing an advertising programme.

(20 marks)

- b) List any **FIVE (5)** types of consumer sales promotional tools.

(5 marks)