



FINAL
Examination Paper

(COVER PAGE)

Session : AUGUST 2017

Programme : Diploma in Business (DIB)
Diploma in Mass Communication (DMCN)
Diploma in Hotel Management (DHMN)

Course : MKT1102: PRINCIPLES OF MARKETING

Date of Examination : 14 December, 2017 (Thursday)

Time : 11:00 am – 1:00 pm Reading Time : Nil

Duration : 2 Hours

Special Instructions :

SECTION A: Answer ALL questions in the OMR sheet provided.

SECTION B: Answer any THREE (3) short-answer questions.

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 : Ms. Lydia Nasaruddin Sia

This paper consists of 6 printed pages, including the cover page

DIPLOMA IN BUSINESS PROGRAMME (DIB)
DIPLOMA IN MASS COMMUNICATION PROGRAMME (DMCN)
MKT 1102: FUNDAMENTALS OF MARKETING
FINAL EXAMINATION: AUGUST 2017 SESSION

Section A: (40 marks)

Instruction: This paper consists of TWO (2) SECTIONS. Answer **ALL** questions in **SECTION A**.

1. _____ control approximately 70 percent of the United States of America's disposable income.
 - A. Generation X
 - B. Generation Y
 - C. Baby boomers
 - D. Millennials

2. Understanding the marketplace and customers' needs refer to the _____ of the marketing process.
 - A. First step
 - B. Second step
 - C. Third step
 - D. Fourth step

3. Rach Travel Agency has targeted only the elderly market which has the ability to spend on travel. This statement refers to _____.
 - A. Mass marketing
 - B. Differentiated marketing
 - C. Concentrated marketing
 - D. Undifferentiated marketing

4. Sam, a director of VVP Sdn Bhd, has currently collected consumer information from the electronic devices within the organization's network to make certain marketing decisions. This refers to _____.
 - A. Marketing Intelligence
 - B. Internal databases
 - C. Marketing research
 - D. Observational research

5. Competitive marketing intelligence is for _____.
- A. getting customers' information
 - B. obtaining suppliers' information
 - C. warning distributors
 - D. gaining competitors' strategies
6. Inti wanted to test the new product's levels of enrolment with two different prices at two different campuses before the new product is launched. This refers to _____ research.
- A. descriptive
 - B. observational
 - C. branch
 - D. experimental
7. At the second level of product and services, it describes _____.
- A. core benefit
 - B. augmented services
 - C. after sales service
 - D. actual product
8. Anne likes to buy a new sofa for her newly decorated home, she spend weeks searching for information about sofa, does comparison among brands. What kind of product Anne is buying?
- A. convenience product
 - B. specialty product
 - C. unsought product
 - D. shopping product
9. What strategy a marketer should use to differentiate his/her company from the competition.
- A. Segmentation
 - B. Targeting
 - C. Marketing plan
 - D. Positioning

10. This product has come to a stage where not even a single consumer demands for such a product. Thus, which stage of product life cycle does this product refer to?
- A. Introduction
 - B. Expansion
 - C. Growth
 - D. Decline
11. Lexus has launched a new product in the marketplace, after the launching and appearing in the new market, company moves to the next stage of the product life cycle. Which stage does it refer to?
- A. Introduction
 - B. Maturity
 - C. Decline
 - D. Growth
12. Price Skimming refers to _____.
- A. competitors can undercut prices easily
 - B. when product's quality and image can support its price
 - C. penetrating into the market with low price
 - D. it is effective when competitors can easily enter the market.
13. Cost based pricing refers to _____.
- A. prices are based on the value added
 - B. starts with assessing customers' needs
 - C. ends with designing the product
 - D. ends with convincing the buyers to buy the product at the stated price.
14. Lexus Luxury has launched a new model. These models range from basic model price at RM250,000 per unit, to more sophisticated model at RM350,000 per unit. This refers to _____.
- A. Product bundle pricing
 - B. product line pricing
 - C. captive pricing
 - D. All the above

15. Apple Orange Co has decided to close down a few branches in months. This refers to
- A. Market Penetration
 - B. Market Development
 - C. Diversification
 - D. Downsizing
16. Macroenvironment consists of the followings EXCEPT
- A. Political
 - B. Economics
 - C. Suppliers
 - D. Technologies
17. What BCG Model stands for?
- A. Boy Consulting Group
 - B. Boss Country Generating
 - C. Baby Co Gadgets
 - D. Boston Consulting Group
18. Which of the following is virtual retailing?
- A. H&M retailing shop
 - B. Brands retailing shop
 - C. Ebay online purchase
 - D. Sunway Pyramid Mall
19. Which of the following is the characteristic of service EXCEPT
- A. Intangibility
 - B. Variability
 - C. Perishability
 - D. Profitability
20. H&M has decided to use more sales representative to promote its products at the retailing store. This strategy refers to _____
- A. Public relation
 - B. Direct marketing
 - C. Personal selling
 - D. Sales promotion

Section B: (60 marks)

Instruction: Answer **THREE (3)** out of **FIVE (5)** questions.

Question 1

Describe the following terms with appropriate examples.

- a) Product Concept (5 marks)
- b) Production Concept (5 marks)
- c) Marketing Concept (5 marks)
- d) Selling Concept (5 marks)

Question 2

Explain the following micro-environmental forces with appropriate examples.

- a) Customer (5 marks)
- b) Supplier (5 marks)
- c) Competitors (5 marks)
- d) Marketing Intermediaries (5 marks)

Question 3

Your friend, the owner of MA Noodles House has decided to expand its business next year. You are asked to give advice on the growth strategies.

Explain the **FOUR (4)** different types of growth strategies to your friend with examples.

(20 marks)

Question 4

You are asked to describe how Apple markets its new product, Iphone 7 by using the concept of marketing mix (Product, Price, Place and Promotion.)

(20 marks)

Question 5

Describe the following **FOUR (4)** different types of customers with appropriate examples.

- a) Butterfly
- b) True Friend
- c) Barnacles
- d) Strangers

(20 marks)

~ The End ~