



**FINAL**  
Examination Paper

(COVER PAGE)

Session	:	<u>April 2014</u>
Programme	:	<u>Diploma In Business (DIB) Diploma In Business Administration(DBADI) Diploma In Mass Communication (DMCN) Diploma In Hotel Management (DHMN) Diploma In Graphic Design (DGD) Diploma In Interactive Multimedia And Animation Design (DIMA)</u>
Course	:	<u>MKT1102/ 1101 : Fundamentals Of Marketing</u>
Date of Examination	:	<u>July 21, 2014</u>
Time	:	<u>8:00am – 10:00am</u> Reading Time : _____
Duration	:	<u>2 Hours</u>
Special Instructions	:	
<p>This paper consists of <b>SIX (6)</b> questions. Answer any <b>FOUR (4)</b> questions in the answer booklet provided. All questions carry equal marks.</p>		
Materials permitted	:	<u>Nil</u>
Materials provided	:	<u>Nil</u>
Examiner(s)	:	<u>Ms. Lingkeswari Kunasagaram, Anni Malar Raman, Dr. Vincent Wee, Mabel Lee Mei Hui, Denise Choong Paik Wan.</u>
Moderator	:	<u>Associate Professor Dr. Azizah Omar</u>

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

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DIPLOMA IN BUSINESS (DIB)  
DIPLOMA IN MASS COMMUNICATION (DMCN)  
DIPLOMA IN HOTEL MANAGEMENT (DHMN)  
DIPLOMA IN GRAPHIC DESIGN (DGD)  
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MKT1102/1101: FUNDAMENTALS OF MARKETING  
FINAL EXAMINATION: APRIL 2014 SESSION

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

**Question 1**

(a) What is price? Describe with example the term value-based pricing (5 marks)

(b) Choose any **FOUR (4)** of the following companies and identify and explain **ONE (1)** product-mix pricing strategy which the companies adopt

- (i) Air Asia
- (ii) Cadbury Chocolate
- (iii) Canon Printers
- (iv) Apple Inc
- (v) Toyota Motor Corporation

(20 marks)

**Question 2**

(a) Choose any **FOUR (4)** of the following Macro environment. Explain on the forces and give an example of a product that has been affected by these forces.

- (i) Demographic Forces
- (ii) Economic Forces
- (iii) Natural Forces
- (iv) Technological Forces
- (v) Political Forces
- (vi) Cultural Forces

(20 marks)

(b) What is a Public in a company's Micro Environment? Identify **TWO (2)** types of public with elaboration and example.

(5 marks)

**Question 3**

Describe the stages of the **Product Life Cycle (PLC)** and how marketing strategies change during the PLC. Explain with examples.

(25 marks)

**Question 4**

Assuming yourself as the marketing manager for Vita-Balls, a new children's vitamin that is designed to be chewed like gum. The company's goal is to achieve market share of 5%. You have been assigned the task to design relevant marketing strategies to achieve the goal set. Briefly explain any **FIVE (5)** types of sales promotion incentives that you can use in launching this new brand with relevant examples.

(25 marks)

**Question 5**

(a) Marketers can obtain the needed information from marketing research. Explain all **FOUR (4)** steps in marketing research process.

(20 marks)

(b) Define Production concept and describe briefly an example of a business/company that follows production concept.

(5 marks)

**Question 6**

(a) Advertising objective is a specific communication task to be accomplished with a specific target audience during a specific period of time. With suitable examples, list and explain **THREE (3)** advertising objectives.

(15 marks)

(b) With the use of example, explain any **TWO (2)** major variables used in segmenting consumer market.

(10 marks)

**-The End-**

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