



**FINAL**  
Examination Paper

(COVER PAGE)

Session : April 2013

Programme : Diploma In Business (DIB)  
Diploma In Mass Communication (DMCN)  
Diploma In Hotel Management (DHM/DHMN)

Course : MKT1101/1102 : Fundamentals Of Marketing

Date of Examination : July 29, 2013

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.

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

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

Examiner(s) : Ms. Lingkeswari Kunasagaram, Lim Ghee Hean, Amirudin Awang

Moderator : Ms. Chitara Ramasamy

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

**Question 5**

- a) Explain any **FOUR (4)** microenvironment forces that affect the company's ability to serve its customers. Illustrate your answer with relevant example.  
(20 marks)
- b) Define Production concept and describe briefly an example of a business/company that follows production concept.  
(5 marks)

**Question 6**

- a) Explain the difference between customer needs and wants.  
(5 marks)
- b) Marketers can obtain the needed information from marketing research. Explain all **FOUR (4)** steps in marketing research process.  
(20 marks)

**-The End-**

Mkt1101/1102(F)Apr13/Lingkeswari