



INTI

INTERNATIONAL COLLEGE PENANG (507232-U)
LAUREATE INTERNATIONAL UNIVERSITIES

FINAL
Examination Paper

(COVER PAGE)

Session : April 2013

Programme : Diploma in Business Administration

Course : **MKT 2101 : MARKETING MANAGEMENT**

Date of Examination : 30 July 2013

Time : 2p.m. – 4p.m. Reading Time : Nil

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) :

Goh Wai Meng

Moderator :

Vinesh Maran

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

 27/7/13

**INTI INTERNATIONAL COLLEGE PENANG
DIPLOMA IN BUSINESS ADMINISTRATION (DBADI)
MKT 2101: MARKETING MANAGEMENT
FINAL EXAMINATION: APRIL 2013 SESSION**

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

Question 1

As the Marketing Manager for Apple iPad, you have been invited by INTI College Penang to give a talk about "Promotion Mix in Marketing". Identify the **FIVE (5)** elements of the promotions mix and suggest each with practical examples related to the marketing of iPad.

(25 marks)

Question 2

(a) Direct Marketing has been a fast-growing avenue for serving customers, partly in response to the high costs of reaching business markets through a sales force. Briefly define Direct Marketing using an example.

(5 marks)

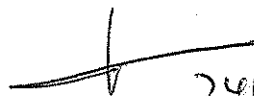
(b) Although both direct marketers and customers enjoy a mutually rewarding relationship, a darker side of direct marketing does occasionally emerge. Discuss **FOUR (4)** public and ethical issues in direct marketing.

(20 marks)

Question 3

The decision making unit of the organisation is called the Buying Centre. The buying centre includes all members of the organisation who play roles within the purchase decision process. Name **FIVE (5)** roles and relate them with **practical examples**.

(25 marks)


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Question 4

(a) Briefly explain the Pricing element of the Marketing Mix.

(5 marks)

(b) As the newly appointed marketing manager of Samsung, your first assignment is to conduct Price Planning for the next generation of Samsung's smartphones. Identify and describe the **Six (6)** Steps of Price Planning with relevant examples.

(20 marks)

Question 5

(a) Maslow's hierarchy of needs has been used to describe the motivations of individuals. Describe the various levels within the model and how the theory works with **relevant examples** for each level.

(20 marks)

(b) Is Maslow's Hierarchy still applicable in modern times? Do provide some examples to support your choice of answer.


(5 marks)

Question 6

Any company venturing into any market would need to determine the intrinsic long term attractiveness of the industry. One of the ways to determine this would be the usage of Michael Porter's 5 Forces Model. Illustrate the model concerned and elaborate it fully with the relevant examples.

(25 marks)

-THE END
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