

**FINAL**  
Examination Paper

(COVER PAGE)

Session : April 2016

Programme : Diploma in Business (DIB)  
Diploma in Finance (DIF)  
Diploma in Mass Communication (DMCN)  
Diploma in Hotel Management (DHMN)  
Diploma in Graphic Design (DGD)  
Diploma in Interactive Multimedia And Animation (DIMA)

Course : **MKT1102: Fundamentals Of Marketing**

Date of Examination : 25 July, 2016 (Monday)

Time : 8:00am – 10:00am Reading Time : Nil

Duration : 2 Hours

**Special Instructions** :

**SECTION A: Answer any ONE (1) essay question.**

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

Materials permitted : Nil

Materials provided : Nil

Examiner(s) : **Lingkeswari Kunasagaram, Gilbert Sundram, Dr. Vincent Wee,  
Eti Farah Binti Zainuddin, Norsyaqinah, Anthea Matanjun and  
Nur Shazliza Mohd Azeman**

Moderator : Associate Professor Dr Azizah Omar

*This paper consists of 4 printed pages, including the cover page*

DIPLOMA IN BUSINESS (DIB)  
DIPLOMA IN FINANCE (DIF)  
DIPLOMA IN MASS COMMUNICATION (DMCN)  
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MKT1102: FUNDAMENTALS OF MARKETING  
FINAL EXAMINATION: APRIL 2016 SESSION

**Instruction:** This paper consists of **TWO (2) SECTIONS**. Answer any **ONE (1)** question in **SECTION A** and any **THREE (3)** questions in **SECTION B**.

**SECTION A: ESSAY QUESTION**

Answer any **ONE (1)** question in the answer booklet provided.

**Question 1**

There are five strategies for **Developing Growth and Downsizing in business activities**. Explain all (**FIVE**) 5 tools of growth and downsizing which helps to identify the company strategic planning.

(25 marks)

**Question 2**

The Macroenvironment environments are external and uncontrollable factors that influence an organization's decision making, and affect its performance and strategies. With suitable example, discuss any **FIVE (5)** macroenvironments that affect business decisions.

(25 marks)

**SECTION B: SHORT QUESTION**

Answer any **THREE (3)** questions in the answer booklet provided.

**Question 1**

Define all term below with relevant explanation and example:

- (a) Marketing (5 marks)
- (b) Value proposition (5 marks)
- (c) Marketing Myopia (5 marks)
- (d) Production Concept (5 marks)
- (e) Selling Concept (5 marks)

**Question 2**

Explain the following pricing strategies:

- (a) Market skimming ( 5 Marks )
- (b) Market penetration ( 5 Marks )
- (c) Segmented pricing ( 5 Marks )
- (d) Product line pricing ( 5 Marks )
- (e) Bundle pricing ( 5 Marks )

**Question 3**

- (a) Differentiate between Consumer Product and Industrial Product (6 marks)
- (b) Explain any **TWO (2)** types of industrial products with suitable examples. (8 marks)
- (c) List all **FOUR (4)** characteristic of service. (6 Marks)
- (d) List all **FIVE (5)** important product and service decision marketers make. (5 marks)

**Question 4**

- (a) Explain competitive marketing intelligence with example. (5 marks)
- (b) Differentiate between primary data and secondary data with relevant examples. (8 marks)
- (c) List **THREE (3)** advantages of secondary data. (3 marks)
- (d) List **THREE (3)** disadvantages of secondary data. (3 marks)
- (e) Briefly explain the **THREE (3)** objective of marketing research. (6 marks)

**Question 5**

- (a) List all **FIVE (5)** promotion mix. (5 marks)
- (b) Define advertising. (3 marks)
- (c) Briefly explain any **THREE (3)** advertising tools used to communicate with customer. (9 marks)
- (d) Define sales promotion. (3 marks)
- (e) List any **FIVE (5)** sales promotion tools. (5 marks)