

 **INTI International  
University & Colleges**

**FINAL  
Examination Paper**

(COVER PAGE)

Session : JANUARY / MARCH 2018

Programme : Diploma In Business (DIB)  
Diploma In Finance (DIF)  
Diploma In Mass Communication (DMCN)  
Diploma In Accounting Programme (DIA)

Course : MKT1102: FUNDAMENTALS OF MARKETING

Date of Examination : 6 March, 2018 (Tuesday)

Time : 8:00 am – 10:00 am 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

Examiner(s) : Michelle Hoong, Rabtah Hanum, Norulashikin, Esaline Marie,  
Gilbert Raj, Nurhidayah and Eti Farah

Moderator : Ms. Lydia Nasaruddin Sia

*This paper consists of 8 printed pages, including the cover page*

DIPLOMA IN BUSINESS PROGRAMME (DIB)  
DIPLOMA IN MASS COMMUNICATION PROGRAMME (DMCN)  
DIPLOMA IN FINANCE PROGRAMME (DIF)  
DIPLOMA IN ACCOUNTING PROGRAMME (DIA)  
MKT 1102: FUNDAMENTALS OF MARKETING  
FINAL EXAMINATION: JANUARY 2018 SESSION

**Section A: Multiple Choice Questions (40 marks)**

**Instruction:** This section consists of **TWENTY (20)** questions. Answer **ALL** questions in the OMR sheet provided.

1. Which of the following is NOT an accurate description of modern marketing?
  - A. Marketing is the creation of value for customers.
  - B. Involves managing profitable customer relationships.
  - C. Marketing emphasizes selling and advertising exclusively.
  - D. Marketing involves satisfying customers' needs.
  
2. \_\_\_\_\_ is the term used when marketers focusing only on existing wants and losing sight of underlying consumer needs.
  - A. Marketing prejudice
  - B. Marketing bias
  - C. Marketing myopia
  - D. Marketing impartiality
  
3. The best-known portfolio-planning method is the now-classic Boston Consulting Group (BCG) approach. The growth-share matrix defines four types of SBUs that includes:
  - I. Dog
  - II. Star
  - III. Question mark
  - IV. Cash cow
  - A. I & II only
  - B. I, II & III only
  - C. II, III & IV only
  - D. All of the above

4. Which of the following is true with regard to strategic planning?
- A. At the corporate level, the company starts the strategic planning process by determining what portfolio of businesses and products is best for the company.
  - B. A strategic plan deals with a company's short-term goals.
  - C. The focus of strategic planning is to define a game plan for long-run survival and growth.
  - D. The strategic plan is a statement of an organization's purpose.
5. Nike, "We bring inspiration and innovation to every athlete in the world" carries \_\_\_\_\_ business definition.
- A. Product oriented
  - B. Customer oriented
  - C. Sport oriented
  - D. Market oriented
6. You are directed to study the actors close to the company that affect its ability to serve its customers-departments within the company, suppliers, marketing intermediaries, customer markets, competitors, and publics. What are you studying?
- A. The macroenvironment
  - B. The microenvironment
  - C. The promotion environment
  - D. The demographic environment
7. Which of the following is NOT a type of factor in a company's macroenvironment?
- A. Demographic
  - B. Economic
  - C. Technological
  - D. Competitive

8. Marketing intermediaries consists of:
- I. Reseller
  - II. Physical distribution firm
  - III. Financial intermediaries
  - IV. Contract intermediaries
- A. I & II only
  - B. II & III only
  - C. I, II & III only
  - D. II, III & IV only
9. Marketers must gain fresh insights into what customers need and want to create value for customers. One of the methods marketers obtain information within company is:
- A. External data
  - B. Research material
  - C. Intellectual property
  - D. Internal data
10. \_\_\_\_\_ is information that already exists somewhere, having been collected for another purpose.
- A. Primary data
  - B. Secondary data
  - C. Tertiary data
  - D. Principal data
11. When a company identifies the parts of the market it can serve best and most profitable, it is practicing \_\_\_\_\_.
- A. Mass marketing
  - B. Market targeting
  - C. Segmenting
  - D. Differentiation

12. Definition of 'Product Positioning' refers to:

- A. A set of buyers sharing common needs or characteristics that the company decides to serve.
- B. The way a product is defined by consumers on important attributes that place the product occupies in consumers' minds relative to competing products.
- C. An advantage over competitors gained by offering greater customer value, either by having lower prices or providing more benefits that justify higher prices.
- D. Tailoring products and marketing programs to the needs and preferences of individual customers.

13. Pendergraft Pet Supplies divides the pet market according to the owners' race, occupation, income, and family life cycle. What type of segmentation does Pendergraft use?

- A. Geographic
- B. Behavioral
- C. Psychographic
- D. Demographic

14. Choose the correct levels of product and services.

- I. Core customer value
- II. Actual product
- III. Augmented product
- IV. Specialty product

- A. I, II, and III
- B. II, III and IV
- C. I, III, IV
- D. All the above

15. To differentiate themselves, many companies go beyond offering products and services; they are also developing and delivering customer \_\_\_\_\_.

- A. Feedback
- B. Experiences
- C. Brands
- D. Product lines

16. \_\_\_\_\_ is an important element in the marketing mix. It is the only element that does not represent costs.
- A. Product
  - B. Place
  - C. Price
  - D. Promotion
17. A firm can use \_\_\_\_\_ to divide large, heterogeneous markets into smaller segments that can be reached more efficiently and effectively with products and services that match their unique needs.
- A. Market segmentation
  - B. Market targeting
  - C. Market positioning
  - D. Differentiation
18. Which of the following marketing communication tools involves a representative of a company interacting directly with a consumer to provide information that helps the consumer make a buying decision?
- A. Personal selling
  - B. Advertising
  - C. Sponsorship
  - D. Publicity
19. Which of the following is NOT a function performed by a marketing channel member?
- A. Risk taking
  - B. Pricing
  - C. Physical distribution
  - D. Negotiation
20. Which of the following is NOT a typical supply chain member?
- A. Resellers
  - B. Customers
  - C. Marketing intermediaries
  - D. Government agencies

**Section B: Structured Question (60 marks)**

**Instruction:** This section consists of **FIVE (5)** questions. Answer any **THREE (3)** questions in the answer booklet provided. All questions carry equal marks.

**Question 1**

- (i) List any **TWO (2)** types of consumer products. Support your answer with an appropriate examples. (4 marks)
- (ii) Identify and explain **FOUR (4)** service characteristics with appropriate examples. (16 marks)

**Question 2**

As a marketing manager of Cake House Café, identify and explain with appropriate examples on **FIVE (5)** types of promotional mix to promote the Café. (20 marks)

**Question 3**

There are five strategies for developing growth and downsizing in business activities. Explain any **FOUR (4)** tools of developing growth and downsizing which helps to identify the company strategic planning. (20 marks)

**Question 4**

Explain the following terms with an appropriate example.

- |                               |         |
|-------------------------------|---------|
| a) Market-skimming pricing    | 4 marks |
| b) Market-penetration pricing | 4 marks |
| c) Captive product pricing    | 4 marks |
| d) By-product pricing         | 4 marks |
| e) Product bundle pricing     | 4 marks |

**Question 5**

Air Asia is a Malaysian low cost airline established in 1993. Explain any **FIVE (5)** marketing macroenvironment that may positively or negatively affecting Air Asia business.

(20 marks)

**~ The End ~**

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