



FINAL
Examination Paper
(COVER PAGE)

Session : January 2013

Programme : Diploma In Business (DIB)
Diploma In Mass Communication (DMCN)

Course : **MKT1102 : Fundamentals of Marketing**

Date of Examination : March 7, 2013

Time : 11:00am – 1:00pm 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 : Non-Programmable Calculator

Materials provided : Graph Paper

Examiner(s) : **Zahirul Baharin Kamaruzzaman, Lingkeswari Kunasagaram.**

Moderator : Assoc. Prof. Dr. Azizah Omar

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

INTI INTERNATIONAL COLLEGE SUBANG
INTI INTERNATIONAL COLLEGE PENANG

DIPLOMA IN BUSINESS
DIPLOMA IN MASS COMMUNICATION (DMCN)
MKT1102: FUNDAMENTALS OF MARKETING
FINAL EXAMINATIONS: JANUARY 2013 SESSION

Instruction:

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) Describe any **THREE (3)** microenvironment forces that affect the company's ability to serve its customers. Illustrate your answer with relevant example. (15 marks)
- (b) Is the 'selling concept' considered as much more superior than 'marketing concept'? Illustrate with practical examples. (10 marks)

Question 2

- (a) Briefly describe the term strategic planning and explain **ALL** the steps in strategic planning process with appropriate examples. (15 marks)
- (b) With suitable examples, discuss all **FOUR(4)** of the following growth strategies: (10 marks)
- Market penetration
 - Market development
 - Product development
 - Diversification

Question 3

- (a) A calculator manufacturer has the following details;
Total fixed cost - \$ 400, 000
Variable cost per unit - \$10
Cost per unit - \$10

You are required to find;

- (i) The selling price based on 40 % mark-up on cost; (2 marks)
(ii) The break-even volume (unit) (2 marks)
(iii) The total revenue; (2 marks)
(iv) Draw the break-even chart showing all the elements and the variable cost area. (4 marks)

(b) Explain the following pricing terms with appropriate examples.

- (i) Loss leader pricing;
- (ii) Segmented pricing;
- (iii) Psychology pricing;
- (iv) By product pricing;
- (v) Bundle pricing;

(15 marks)

Question 4

(a) Each product has a life cycle. After launching the new product, management wants that product to enjoy a long-term growth and sustainability. Identify and explain **ALL** the stages of a product life cycle with practical examples.

(17 marks)

(b) Suggest **FOUR(4)** strategies that firms can adopt when their product lines are in the maturity stage with appropriate examples.

(8 marks)

Question 5

(a) Marketing management must make **FIVE(5)** important decisions when developing an advertising program. Describe the major decisions involved in developing an advertising program with practical examples.

(15 marks)

(b) Identify and describe the **FIVE (5)** types of consumer promotion with appropriate examples.

(10 marks)

Question 6

(a) Identify and describe the **FIVE(5)** requirements for marketers to practice an effective market segmentation with practical examples.

(10 marks)

(b) Identify and explain **FIVE(5)** important functions played by distribution channel with practical examples.

(15 marks)