

**FINAL**  
Examination Paper

(COVER PAGE)

Session : January / February 2016

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

Course : MKT1102: Fundamentals Of Marketing

Date of Examination : March 17, 2016 (Thursday)

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) : Ms. Lee Koon Yoong, Ms. Lingkeswari Kunasagaram, Ms. Hew Fui  
Mun, Ms. Esaline Marie Spykerman, Ms. Anthea Matanjun,  
Ms. Michelle Hoong

Moderator : Associate Professor Dr. Azizah Omar

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

DIPLOMA IN BUSINESS (DIB)  
DIPLOMA IN MASS COMMUNICATION (DMCN)  
DIPLOMA IN HOTEL MANAGEMENT (DHMN)  
MKT1102: FUNDAMENTALS OF MARKETING  
FINAL EXAMINATION: JANUARY / FEBRUARY 2016 SESSION

**Instructions:** This paper consists of Section A and Section B. Section A: Answer any **ONE (1)** out of **TWO (2)** essay questions. Section B: Answer any **THREE (3)** out of **FIVE (5)** short questions (each short question consists of **FIVE (5)** sub-questions)

**Section A:** Answer any **ONE (1)** out of **TWO (2)** Essay Questions

**Question 1**

Describe how marketer such as Samsung markets its new product for Samsung Galaxy Note 5. You are required to explain using the concept of marketing mix (product, price, place and promotion).

(25 marks)

**Question 2**

Explain the **FOUR (4)** characteristics of services that a company must consider when designing marketing programs. Support your answers with suitable examples.

(25 marks)

**Section B:** Answer any **THREE (3)** out of **FIVE (5)** short questions (each short question consists of **FIVE (5)** sub-questions)

**Question 1**

Define the following micro-environmental forces and provide examples of each:

- (i) Company
- (ii) Customer
- (iii) Supplier
- (iv) Competitors
- (v) Marketing Intermediaries

(25 marks)

**Question 2:**

Define the following product classifications and provide suitable examples for each classification:

- (i) Consumer products
- (ii) Convenience products
- (iii) Shopping products
- (iv) Specialty products
- (v) Unsought products

(25 marks)

**Question 3**

Explain the following marketing management philosophies and provide examples in a manager's point of view:

- (i) The Production Concept
- (ii) The Product Concept
- (iii) The Selling Concept
- (iv) The Marketing Concept
- (v) The Societal Marketing Concept

(25 marks)

**Question 4**

Marketers use the following methods to obtain customer and market insight. Describe each of them with examples.

- (i) Internal Databases
- (ii) Marketing Intelligence
- (iii) Observational Research
- (iv) Ethnographic Research
- (v) Experimental Research

(25 marks)

**Question 5**

- (i) Define segmentation and identify any **FOUR (4)** segmentation bases used in marketing.

(5 marks)

- (ii) Identify any **FOUR (4)** variables used in demographic segmentation base.

(4 marks)

- (iii) Briefly explain how lifestyle could be used to segment a market for ASTRO service.  
(5 marks)
- (iv) Explain with examples any **THREE (3)** market positioning strategies that could be used by marketer.  
(6 marks)
- (v) Briefly explain the term “niche market” with relevant examples.  
(5 marks)

**~THE END~**

*MKT1102(F)January/February2016*