



FINAL
Examination Paper

(COVER PAGE)

Session : January 2014

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

Course : MKT1101/1102 : Fundamentals Of Marketing

Date of Examination : March 11, 2013

Time : 8:00am – 10:00am 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 : _____
Nil

Materials provided : _____
Nil

Examiner(s) : Ms. Lingkeswari Kunasagaram, Srikaanth Sivasubramaniam,
Lawrence Shia Sing Tao.

Moderator : Associate Professor Dr. Azizah Omar

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

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DIPLOMA IN BUSINESS PROGRAMME (DIB)
DIPLOMA IN MASS COMMUNICATION PROGRAMME (DMCN)
MKT 1102: FUNDAMENTALS OF MARKETING
FINAL EXAMINATION: JANUARY 2014 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) Define the term of 'Marketing Myopia'? Describe briefly with an example of a business / company that faces marketing myopia. (9 marks)
- (b) Differentiate the difference between 'selling concept' and 'marketing concept'? (16 marks)

Question 2

Richard Tan is the promotional manager of MegaPlus College in Kuala Lumpur. The college is launching an MBA program. He is seeking your advice as a marketing consultant on how to promote the MBA program by using the **FIVE (5)** different elements of the promotional mix. Illustrate the 'promotional approach' to him with examples.

(25 marks)

Question 3

- (a) Identify and explain any **FIVE (5)** ways that marketing channel members add value to customers. (15 marks)
- (b) Two types of information will be used in designing research plan, namely primary data and secondary data. Differentiate these **TWO (2)** types of data with example. (10 marks)

Question 4

Identify and discuss all **EIGHT (8)** stages in a new product development with relevant example.

(25 marks)

Question 5

Explain the following pricing strategies with relevant example.

- i. Market Penetration Pricing
- ii. By-product Pricing
- iii. Product Line Pricing
- iv. Captive Product Pricing
- v. Psychological Pricing

(25 marks)

Question 6

(a) Describe the **FOUR (4)** major variables used in segmenting consumer market with relevant example.

(10 marks)

(b) Discuss any **THREE (3)** of macro-environment with appropriate example.

(15 marks)

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