

FINAL
Examination Paper

(COVER PAGE)

Session : January 2017

Programme : Diploma in Business (DIB)
Diploma in Mass Communication (DMCN)
Diploma in Culinary Arts (DCA/DCAN)
Diploma in Hotel Management (DHMN)

Course : **MKT1102: Fundamentals Of Marketing**

Date of Examination : 06 March, 2017 (Monday)

Time : 2:00pm – 4:00pm 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) : Lingkeswari Kunasagaram, Lee Koon Yoong, Norhasni Abdul Razak, Amerjit Singh, Alan Oh and Hew Fui Mun

Moderator : Associate Professor Dr Azizah Omar

This paper consists of 7 printed pages, including the cover page

DIPLOMA IN BUSINESS PROGRAMME (DIB)
DIPLOMA IN MASS COMMUNICATION PROGRAMME (DMCN)
DIPLOMA IN CULINARY ARTS PROGRAMME (DCA/DCAN)
DIPLOMA IN HOTEL MANAGEMENT PROGRAMME (DHMN)
MKT1102: FUNDAMENTALS OF MARKETING
FINAL EXAMINATION: JANUARY 2017 SESSION

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

SECTION A: Answer **ALL** questions in the OMR sheet provided. **(40 marks)**

1. What is value proposition?
 - A. Set of benefits or values a company promises to deliver to customers to satisfy their needs
 - B. Reference list that given by consumers to company
 - C. Expenses incurred in promotional activities
 - D. Media house promises to deliver excellent service to company

2. _____ is defined as a social and managerial process by which individuals and organizations obtain what they need and want through value creation and exchange.
 - A. Research
 - B. Production
 - C. Manufacturing
 - D. Marketing

3. _____ are human needs that are shaped by culture and individual personality.
 - A. Necessities
 - B. Wants
 - C. Demands
 - D. Values

4. Strategic planning is _____
 - A. the process of developing and maintaining a strategic fit between the organization's goals and capabilities and its changing marketing opportunities
 - B. the process of developing and maintaining a strategic fit between the media and company
 - C. the process of developing and maintaining a strategic fit between the customers and supplier.
 - D. the process of developing and maintaining a strategic fit between the competitors and company.

5. What is business portfolio?
- A. The collection of businesses and products that make up the company.
 - B. The process by which management evaluates the products and businesses that makes up the company.
 - C. The statement of the organization's purpose.
 - D. The process of developing and maintaining a strategic.
6. "Company growth by increasing sales of current products to current market segments without changing the product."
The above statement refers to:
- A. Market development
 - B. Product development
 - C. Market penetration
 - D. Diversification
7. The goal of _____ is to match the company's strengths to attractive opportunities in the environment, while eliminating or overcoming the weaknesses and minimizing the threats.
- A. Market segmentation
 - B. Market targeting
 - C. Marketing mix
 - D. SWOT analysis
8. What is macroenvironment?
- A. The forces outside marketing that affect marketing management's ability to build and maintain successful relationships with target customers.
 - B. The forces close to the company that affect its ability to serve its customers.
 - C. The larger societal forces that affect the microenvironment.
 - D. Any group that has an actual or potential interest in or impact on an organization's ability to achieve its objectives.
9. "The company, suppliers, marketing intermediaries, customer markets, competitors and publics."
The above forces are forces included in _____
- A. Marketing mix
 - B. Microenvironment
 - C. Macroenvironment
 - D. Growth-share matrix

10. Which of the following is NOT a type of factor in a company's macroenvironment?
- A. demographic
 - B. economic
 - C. technological
 - D. competitor
11. "Dividing a market into smaller segments of buyers with distinct needs, characteristics, or behaviors that might require separate marketing strategies or mixes."
- A. Market segmentation
 - B. Market targeting
 - C. Differentiation
 - D. Positioning
12. _____ divides buyers into different segments based on social class, lifestyle or personality characteristics.
- A. Demographic
 - B. Psychographic
 - C. Geographic
 - D. Behavioral
13. Place is the element of the marketing mix, which ensures:
- A. Customers are informed of new store openings
 - B. Products are available in the right place and at the right time
 - C. Products are made available at the right price
 - D. Customers are made aware of logistical problems, which affect stock availability
14. Consumer product with unique characteristics or brand identification for which a significant group of buyers is willing to make a special purchase effort
- A. Unsought product
 - B. Augmented product
 - C. Actual product
 - D. Specialty product
15. A _____ is defined as anything that can be offered to a market for attention, acquisition, use, or consumption that might satisfy a want or need.
- A. private brand
 - B. service variability
 - C. service
 - D. product

16. _____ are a form of product that consists of activities, benefits, or satisfactions offered for sale that are essentially intangible and do not result in the ownership of anything.
- A. Line extensions
 - B. Services
 - C. Brands
 - D. Consumer products
17. 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.
18. _____ is any paid form of non-personal presentation and promotion of ideas, goods, or services by an identified sponsor.
- A. Direct marketing
 - B. Public relation
 - C. Advertising
 - D. Personal selling
19. _____ charges different customers for different prices for the same product or service.
- A. Segmented pricing
 - B. Psychological pricing
 - C. Promotional pricing
 - D. Geographical pricing
20. Which of the following is NOT the characteristic of service?
- A. Intangibility
 - B. Variability
 - C. Perishability
 - D. Reparability

SECTION B: Answer any **THREE (3)** questions in the answer booklet provided. **(60 marks)**

Question 1

Explain the following with examples.

- i. Demographic environment (5 marks)
- ii. Natural environment (5 marks)
- iii. Cultural environment (5 marks)
- iv. Economic environment (5 marks)

Question 2

Define all term below with relevant explanation and example:

- i. Marketing (5 marks)
- ii. Product Concept (5 marks)
- iii. Marketing Myopia (5 marks)
- iv. Selling Concept (5 marks)

Question 3

Ms Nicole is the owner of restaurant which focuses on selling organic sandwiches and healthy snacks. The business is not doing well since opening. Ms Nicole decided to seek for your advice to identify his business strategies.

- (a) Explain any **TWO (2)** market segmentation bases which are able to target the correct consumer market to Ms Nicole. (10 marks)
- (b) Discuss any **TWO (2)** pricing strategies based on the segmentation explained earlier. (10 marks)

Question 4

Briefly explain and discuss the step in a typical product life cycle. Please provide examples for each stage.

- i. Product development (5 marks)
- ii. Growth (5 marks)
- iii. Maturity (5 marks)
- iv. Decline (5 marks)

Question 5

- (a) List **FIVE (5)** functions of distribution channels. (5 marks)
- (b) Explain any **TWO (2)** tools of the product/ market expansion grid which helps to identify the company growth opportunity. (10 marks)
- (c) Explain the term “Downsizing” with example. (5 marks)

