

**FINAL
Examination Paper**

(COVER PAGE)

Session : APRIL 2018

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

Course : MKT1102: Fundamentals of Marketing

Date of Examination : July 28, 2018 (Saturday)

Time : 8:00am – 10:00am 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

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Amiruddin Awang, Faizal, Muhammad Rajaie, Michelle Hoong and
Joanna Kong

Moderator : Ms Nurhidayah

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

DIPLOMA IN BUSINESS PROGRAMME (DIB)
DIPLOMA IN FINANCE PROGRAMME (DIF)
DIPLOMA IN CULINARY ARTS PROGRAMME (DCAN)
DIPLOMA IN MASS COMMUNICATION PROGRAMME (DMCN)
DIPLOMA IN HOTEL MANAGEMENT PROGRAMME (DHMN)
MKT1102: FUNDAMENTALS OF MARKETING
FINAL EXAMINATION: APRIL 2018 SESSION

SECTION A (40 marks)

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

1. Which type of segmentation divides the market according to consumers' age, life-cycle stage, gender, income, occupation, education, religion, ethnicity, and generation?
 - A. Geographic segmentation
 - B. Behavioral segmentation
 - C. Psychographic segmentation
 - D. Demographic segmentation

2. Which statement refers to market targeting?
 - A. Arranging for a market offering to occupy a clear, distinctive, and desirable place in consumers' mind
 - B. Dividing a market into distinct groups of buyers who have different needs and characteristics
 - C. Evaluating segment attractiveness and deciding how many and which segment to serve
 - D. Marketing to buyers with separate marketing strategies or mixes and differentiating the firm's offering

3. _____ show consumer perceptions of a company's brands versus competing products on important buying dimensions.
 - A. Differentiation maps
 - B. Positioning maps
 - C. Targeting maps
 - D. Segmentation maps

4. _____ are less frequently purchased consumer products and services that customers compare carefully on suitability, quality, price, and style.
 - A. Shopping products
 - B. Convenience products
 - C. Unsought products
 - D. Specialty products

5. Marketers need to consider the three levels of product. At the second level, marketers must _____.
- A. offer additional product support and after-sale services
 - B. identify the core customer value that consumers seek from the product
 - C. turn the core benefit into an actual product
 - D. find out how to create the most satisfying brand experience
6. Which of the following statement is **TRUE**?
- A. Break-even pricing is the price at which total costs are not equal to total revenue and there is profit.
 - B. Target profit pricing is the price at which the firm will not break even or make the profit seeking
 - C. Price is the amount of money charged for a product or service. It is the sum of all the values that consumers give up in order to gain the benefits of having or using a product or service.
 - D. Price is not the only element in the marketing mix that produces revenue; all other elements represent costs
7. _____ offers the right combination of quality and good service at a fair price.
- A. Good-value pricing
 - B. Everyday low pricing
 - C. High-low pricing
 - D. Customer Value-Based pricing
8. Setting prices based on competitor's strategies, costs, prices and market offerings. Which of the following best describe the statement above?
- A. Competition-based pricing
 - B. Target profit pricing
 - C. Target costing
 - D. Cost-based pricing

9. There are other internal and external consideration affecting price decisions. Which of the following is correct?
- I. Pure competition
 - II. Monopolistic competition
 - III. Oligopolistic competition
 - IV. Pure monopoly
- A. II only
 - B. I & II only
 - C. I, III & IV only
 - D. All of the above
10. _____ show/s the number of units the market will buy in a given period at different prices.
- A. The supply curve
 - B. The demand curve
 - C. None of the above
 - D. All of the above
11. Which of the following is the last stage in new product development process?
- A. Test Marketing
 - B. Idea Generation
 - C. Profit Making
 - D. Commercialization
12. Which of the following is an example of an external source of new product idea:
- A. Distributors
 - B. Company's R&D department
 - C. Managers
 - D. Intrapreneurial programs
13. Which of the following explains what a product concept is
- A. An idea for a possible product that the company can see itself offering to the market
 - B. A detailed version of the idea stated in meaningful consumer terms
 - C. A product image of what consumers perceive an actual or potential product
 - D. A product that is ready for market

14. At what product life cycle stage do companies usually harvest the product, that is extracting maximum profit from its sales before end of product life
- A. Introduction stage
 - B. Growth stage
 - C. Maturity stage
 - D. Decline stage
15. The most important stage in Product Life Cycle that keep to educate customers on the benefits of the product against what competitors are offering is:
- A. Introduction stage
 - B. Growth stage
 - C. Maturity stage
 - D. Decline stage
16. According to the five-step model of the marketing process, a company should _____ before designing a customer-driven marketing strategy.
- A. determine how to deliver superior value to customers
 - B. build profitable relationships with customers
 - C. use customer relationship management to create full partnerships with key customers
 - D. understand the marketplace and customer needs and wants
17. _____ are human needs that are shaped by culture and individual personality.
- A. Necessities
 - B. Wants
 - C. Demands
 - D. Values
18. Dividing the market into various groups of customers that a company may serve is called _____.
- A. market segmentation
 - B. positioning
 - C. customization
 - D. target marketing

19. Which of the following refers to a set of benefits that a company promises to deliver to customers to satisfy their needs?
- A. Customer lock-in
 - B. A cartel
 - C. Marketing mix
 - D. Value proposition
20. The final step in the marketing process is _____.
- A. capturing value from customers
 - B. creating customer delight
 - C. creating customer lifetime value
 - D. understanding the marketplace

SECTION B (60 marks)

Instruction: Answer **THREE (3) out of FIVE (5)** questions in the answer booklet provided.

Question 1

Explain with relevant examples, the **FOUR (4)** types of strategic business units (SBUs) according to the growth share matrix developed by Boston Consulting Group (BCG).
(20 marks)

Question 2

Explain the roles of **SIX (6)** major actors in a company's microenvironment with examples.
(20 marks)

Question 3

After market segmentation, marketers must evaluate and select the best target market. Identify and explain **FOUR (4)** types of market targeting strategies with relevant examples.
(20 marks)

Question 4

Describe the **FIVE (5)** functions of distribution channel with relevant examples.
(20 marks)

Question 5

Identify and discuss with relevant examples, the **EIGHT (8)** major stages in New Product Development.
(20 marks)

~ The End ~
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