



INTI
International College Subang
LAUREATE INTERNATIONAL UNIVERSITIES*

FINAL
Examination Paper

(COVER PAGE)

Session : August 2014

Programme : Diploma In Business/Finance/Entrepreneurship (DIB/DIF/DENT)
Diploma In Culinary Arts (DCA)
Diploma In Mass Communication (DMCN)
Diploma In Hotel Management (DHMN)
Diploma In Graphic Design (DGD)
Diploma In Interactive Multimedia And Animation Design (DIMA)

Course : MKT1102/ 1101 : Fundamentals Of Marketing

Date of Examination : December 5, 2014

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, Michelle Hoong, Balbir singh,
Gilbert Raj Sundram, Anura Azlah Shah, Daniel Ong Tee Leong.

Moderator : Associate Professor Dr. Azizah Omar

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

INTI INTERNATIONAL COLLEGE SUBANG

DIPLOMA IN BUSINESS (DIB)

DIPLOMA IN MASS COMMUNICATION (DMCN)

DIPLOMA IN HOTEL MANAGEMENT (DHMN)

DIPLOMA IN CULINARY ART (DCA)

DIPLOMA IN GRAPHIC DESIGN (DGD)

DIPLOMA IN INTERACTIVE MULTIMEDIA AND ANIMATION DESIGN (DIMA)

MKT 1102: FUNDAMENTALS OF MARKETING

FINAL EXAMINATION: AUGUST 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. Provide your answers with any relevant marketing theories / models and examples.

Question 1

- a) Explain the **FOUR (4)** major segmenting variables for consumer markets and provide examples to support your answers. (20 marks)
- b) Define 'Marketing Myopia' with relevant example. (5 marks)

Question 2

Your company has developed a new kind of nutritious snack food and you are part of a team created to develop the promotion mix for the new product. Your specific task on this team is to determine the sales promotion activities of the promotion mix. Identify and describe any **FIVE (5)** sales promotion activities the firm could use to promote the new snack food.

(25 marks)

Question 3

- a) Marketing research over the Internet has increased significantly in the past decade. Elaborate the **THREE (3)** strengths and **THREE (3)** weaknesses of marketing research conducted online. (18 marks)
- b) Discuss any **TWO (2)** actors of Microenvironment with examples (7 marks)

Question 4

- a) Discuss **FIVE (5)** functions of distribution channels. (15 marks)
- b) Explain any **TWO (2)** tools of the product/ market expansion grid which helps to identify the company growth opportunity. (10 marks)

Question 5

- a) Discuss the **TWO (2)** New-Product pricing strategies that could be adopted by a company for its new product. (9 marks)
- b) With an appropriate real-life example, discuss the following pricing strategies:
- i) Product line pricing
 - ii) Optional product pricing
 - iii) Captive product pricing
 - iv) Product bundle pricing
- (16 marks)

Question 6

- a) Illustrate Product Life-Cycle diagram with appropriate labeling. (5 marks)
- b) Explain the **FIVE (5)** distinct stages of Product Life-Cycle that might be gone through by a new product. (20 marks)