

**FINAL**  
Examination Paper

(COVER PAGE)

Session : AUGUST 2018

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

Course : MKT1102: Fundamentals of Marketing

Date of Examination : 10 December 2018, (Monday)

Time : 5:00pm – 7:00pm 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

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Muhammad Rajaie, Kathleen Bagah and Eti Farah Zainudin

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: AUGUST 2018 SESSION

**SECTION A (40 marks)**

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

1. \_\_\_\_\_ is the extent to which a firm fulfills a customer's needs, desires and expectations.
  - A. Marketing concept
  - B. Production
  - C. Customers satisfaction
  - D. Value
  
2. \_\_\_\_\_ is the ideas that achieving organizational gals depends on knowing the needs and wants of the target market and delivering the desired satisfaction better than competitors do.
  - A. Production concept
  - B. Selling concept
  - C. Product concept
  - D. Marketing concept
  
3. When a firm tries to increase sales by selling present products in the new markets, they are engaging in \_\_\_\_\_.
  - A. Market development
  - B. Market penetration
  - C. Market diversification
  - D. Product development

4. According to BCG growth-share matrix, which of the following would be the most likely to possess a low market share and high growth rate?
  - A. Dog
  - B. Questions mark
  - C. Cash cow
  - D. Star
  
5. Which of the following is **NOT** among the elements of Microenvironment?
  - A. The customers
  - B. The economic
  - C. The supplier
  - D. The company
  
6. \_\_\_\_\_ a process of grouping the customers based on where they live.
  - A. Behavioral segmentation
  - B. Psychographic segmentation
  - C. Demographic segmentation
  - D. Geographic segmentation
  
7. The Tour Agency analyzes the profits, revenue and market size of its three (3) segments. Segment A has profit of RM1000,000, Segment B has profit of RM800,000 and Segment C has profit of RM500,000. Thus, the Tour Agency has selected to promote its product to Segment A. This example refers to \_\_\_\_\_.
  - A. Segmentation
  - B. Positioning
  - C. Targeting
  - D. Competitive Advantage
  
8. \_\_\_\_\_ is a qualitative method where researchers observe and interact with the study's participants in their real-life environment.
  - A. Observation approach
  - B. Ethnographic approach
  - C. Focus group approach
  - D. Interview approach

9. \_\_\_\_\_ is an original data source where the data are collected firsthand by the researcher for a specific research purpose or project.
- A. Secondary data
  - B. Primary data
  - C. Intelligence
  - D. Internal data
10. A \_\_\_\_\_ consists of all the product lines and items that a particular seller offers for sale.
- A. Product mix
  - B. Store brand
  - C. Supply chain
  - D. Value chain
11. Service \_\_\_\_\_ means that the quality of services depends on who provides them as well as when, where, and how they are provided.
- A. Intangibility
  - B. Inseparability
  - C. Variability
  - D. Perishability
12. Most retail shops and convenience stores practices this type of pricing strategy which is known as \_\_\_\_\_.
- A. Everyday low pricing
  - B. High low pricing
  - C. Value added pricing
  - D. Cost-based pricing
13. Which of the following best characterizes the decline stage of product development?
- A. Rapid market acceptance
  - B. Sales and profits decline
  - C. High investment costs
  - D. Increasing profits

14. Which stage in the product life cycle is characterized by rapid market acceptance and increasing profits?
- A. Introduction
  - B. Maturity
  - C. Growth
  - D. Decline
15. Which of the following situations is perceived as a price cut by the customers?
- A. Getting a better deal on an exclusive product.
  - B. Reductions in quality or the brand's image being tarnished.
  - C. As a signal that a new version / new product will be introduced.
  - D. All of the above
16. Which of the following is **NOT** a typical supply chain member?
- A. Reseller
  - B. Customers
  - C. Intermediaries
  - D. Government Agencies
17. Another term for the supply chain that suggests a sense and respond view of the market is \_\_\_\_\_.
- A. Supply and demand chain
  - B. Demand chain
  - C. Channel of distribution
  - D. Distribution channel
18. Distribution channel decisions often involve \_\_\_\_\_ with other firms, particularly those that involve contracts or relationships with channel partners.
- A. Short term commitment
  - B. Long term commitment
  - C. Major problems
  - D. Disagreements

19. Gaining \_\_\_\_\_ requires delivering more value and satisfaction to target consumers than competitors.
- A. Competitive advantage
  - B. Economic of scale
  - C. Comparative advantage
  - D. First-mover advantage
20. The first step in initiating competitive marketing strategies is to \_\_\_\_\_.
- A. Balance customer and competitor orientations
  - B. Conduct competitor analysis
  - C. Conduct transaction analysis
  - D. Design broad competitive marketing strategies

**SECTION B (60 marks)**

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

**Question 1**

Explain the following with appropriate examples.

- (a) True friend
- (b) Butterfly
- (c) Barnacles
- (d) Strangers

(20 marks)

**Question 2**

Discuss the **FOUR (4)** types of segmentation used in segmenting consumer market and provide relevant examples to support your argument.

(20 marks)

**Question 3**

Identify and explain **FOUR (4)** categories of consumer products with relevant examples.

(20 marks)

**Question 4**

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

(20 Marks)

**Question 5**

Companies apply price adjustment strategies to accommodate differences in consumer segments and situations. Explain any **FOUR (4)** of the adjustment strategies.

(20 marks)

~ The End ~

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