

**FINAL ALTERNATIVE ASSESSMENT**

Examination Paper

(COVER PAGE)

Session : April 2021

Programme : Diploma in Marketing (DMKT)

Course : **MKT2158: Managing Marketing Practices**

Date of Examination :

Time Start : July 27, 2021 (Tuesday) at 4:00pm

Time End : July 28, 2021 (Wednesday) at 4:00pm

Duration : 24 Hours

**Special Instructions :**

This paper consists of **FOUR (4)** questions. Answer **ALL FOUR (4)** questions.

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Material permitted : NIL

Materials provided : NIL

Examiner(s) : **Vasathakumar Gunasakaran** and Michelle Hoong Lai San

Chief Moderator : Amiruddin bin Awang

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

INTI INTERNATIONAL UNIVERSITY & COLLEGES  
 DIPLOMA IN MARKETING (DMKT)  
 MKT2158: MANAGING MARKETING PRACTICES  
 FINAL ALTERNATIVE ASSESSMENT: APRIL 2021 SESSION

**Instruction:**

This paper consists of **FOUR (4)** questions. Answer all **FOUR (4)** questions. All questions carry equal marks.

**Question 1**

An e-business is a business which uses the internet to sell goods or services, especially one which does not also have shops or offices that people can visit or phone. In the new millennium, there has been a phenomenal growth in this kind of new autonomous business services, fueled largely by the internet

List and explain **FIVE (5)** broad categories of e-business. Provide appropriate business examples for each category.

(25 marks)

**Question 2**



The image above specifies a common type of product brand classification used by marketers to brand their products and services. Discuss **FIVE (5)** types of brand classification used by marketers. Give appropriate examples to support each classification.

(25 marks)

**Question 3**

- (a) Describe marketing myopia. Give **TWO (2)** examples of organizations, which is subjected to myopic view in Malaysian context, and explain how they overcome marketing myopia.  
(Maximum word count – 300 words) (9 marks)
- (b) Describe **FOUR (4)** characteristics of not-for-profit marketing done by World Wildlife Fund Malaysia.  
(Maximum word count – 500 words) (16 marks)

**Question 4**



List and explain **FIVE (5)** types of international trade barriers. Provide adequate examples on each type of trade barrier. (25 marks)

**~THE END~**