

FINAL
ALTERNATIVE ASSESSMENT

(COVER PAGE)

Session : January 2022

Programme : DIPLOMA IN BUSINESS PROGRAMME (DIB)
DIPLOMA IN MARKETING PROGRAMME (DMKT)
DIPLOMA IN MASS COMMUNICATION PROGRAMME (DMC)
DIPLOMA IN ENTREPRENEURSHIP PROGRAMME (DENT)

Course : MKT1102: FUNDAMENTALS OF MARKETING

Date of Examination : 6th March 2022 (Sunday)- 7th March 2022 (Monday)

Time : 6/3 @ 12pm -7/3 @ 12pm Reading Time: Nil

Duration : 24 Hours

Special Instructions :

This exam paper consists of **TWO (2)** case studies. Answer **ALL** questions in both case studies.

IMPORTANT NOTE : **THIS PAPER SHOULD NOT BE TAKEN OUT OF THE EXAMINATION HALL**

Materials permitted : Nil

Materials provided : Nil

Examiner (s) : Muhammad Rajaie, Tan Mei Jia, Leong Mie Shin, Amirudin Bin Awang

Moderator : Nurhidayah Khalid

This paper consists of **4** printed pages, including the cover page

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MKT1102: FUNDAMENTALS OF MARKETING
FINAL ALTERNATIVE ASSESSMENT: JANUARY 2022 SESSION
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Instruction: This exam paper consists of **TWO (2)** case studies. Answer **ALL** questions in both case studies.

Case Study 1 (Question 1 and Question 2)

Specialized Bicycle Components, Inc., designs and manufactures high-end road, mountain, and general-purpose bikes for a worldwide customer base. Founded in 1974, the California-based company designed and manufactured its first production mountain bike in 1981. The company offers a full line of bikes for men, women, and children, as well as accessories and bike repair services. Specialized now has an extensive global distribution network of 5000 retailers in 35 countries in Asia, North America, South America, and Australia. They maintain a reputation as the technological leader in the bike and bike accessories.

Specialized's success lies in their ability to expertly design and develop road, mountain, fitness, utility, and BMX bicycles as well as equipment and gear while working hard to protect trade secrets in this highly competitive market. Like many bicycle manufacturers and retailers, it advertises in local media such as newspapers, radio, magazines, and social media. Specialized has recently expanded the company's product line by introducing an electric mountain bike model to the market. The marketing department is considering launching a new marketing campaign to boost sales for the new model.

Source: Ooaccess.com. 2022. *Specialized Bicycle Components*. [online]

(Students will need to provide their answers in relation to the given scenario and context)

Question 1

- a) Based on the case study, explain **THREE (3)** levels of product for Specialized Bicycle Components' new electric mountain bike. Provide relevant examples to support your answer. (9 marks)
- b) Briefly describe all **EIGHT (8)** stages in New Product Development process for Specialized Bicycle Components' new electric mountain bike. (16 marks)

Question 2

Imagine you are the Marketing Communication Manager for Specialized Bicycle Components. Discuss **FIVE (5)** tools you can use to promote the company's new electric mountain bike model. Provide relevant examples to support your answer.

(25 marks)

Case Study 2 (Question 3 and Question 4)

Perfect Diary is a well-known and young makeup brand established in 2016 from China. They are mainly targeting the female who born after 1995, which is the Gen-Z because of their rising spending power. Perfect Diary is operating the online business on the online marketplaces such as Tmall, Taobao and Xiaohongshu, JD store and WeChat store. From the research, Perfect Diary found that the young women concerned about the quality cosmetic products which not to cause the skin damage and therefore most of them will prefer to choose the larger brands with good reputations such as Dior, YSL and etc, although the price is more expensive. By understanding the pain point of the target market, Perfect Diary is working with the world's top cosmetics Original Equipment Manufacturer (OEM) brands to produce the high-quality products but with affordable prices which below 100RMB (*approximately RM66*).

In order to provide the interactive shopping experience to the customers, Perfect Diary also set up with more than 40 offline experience stores in China. As the brand started heading to the Southeast Asia markets such as Malaysia, Philippines and Singapore. In year 2021, it quickly come into the Malaysia market and started the official store on Lazada and Shopee. With the positioned as products that provided the value, which are priced affordably and high quality, Perfect Diary has 56K followers on Lazada Malaysia official stores and 275.1K followers on Shopee Malaysia official store. Now, the region marketing team of Perfect Diary is looking to provide the extensive shopping experiences to the Malaysia's customers and also to extend the product's maturity.

Sources:

1. The Star. 2020. *'All girls, buy it!' In China, Perfect Diary gives cosmetics world a makeover with livestreams, low prices.* [online]
2. NST Online. 2021. *Perfect Diary comes to Malaysia | New Straits Times.* [online]

(Students will need to provide their answers in relation to the given scenario and context)

Question 3

- a) Define *value-based pricing* and explain the **TWO (2)** types of value-based pricing that can be used by Perfect Diary. Provide relevant examples to support your answer. (9 marks)
- b) Discuss any **FOUR (4)** price adjustment strategies Perfect Diary can use when selling their products in Malaysia. Provide relevant examples to support your answer. (16 marks)

Question 4

Imagine you are the Marketing Channel Manager for Perfect Diary in Malaysia. Assume you have selected Watsons (a health care and beauty care chain store) as your distribution channel. Discuss any **FIVE (5)** functions of the channel member. Provide relevant examples to support your answer. (25 marks)

~THE END~

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