

ALTERNATIVE ASSESSMENT
Examination Paper

(COVER PAGE)

Session : January 2020

Programme : Diploma in Marketing (DMKT)

Course : **MKT2158 : Managing Marketing Practices**

Date of Examination : 6th April 2020 (Monday)

Time : 2:00pm – 5:00pm Reading Time: Nil

Duration : 3 hours

Special Instructions :

This paper consists of **FOUR (4)** structured questions. Answer **ALL** questions in Microsoft Word document. All questions carry equal marks.

Materials permitted : Nil

Materials provided : Nil

Examiner (s) : **Mr. Vasanthakumar a/l Gunasakaran, Ms. Shindy Lee**

Moderator : Ms. Lydia Nasaruddin Sia

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

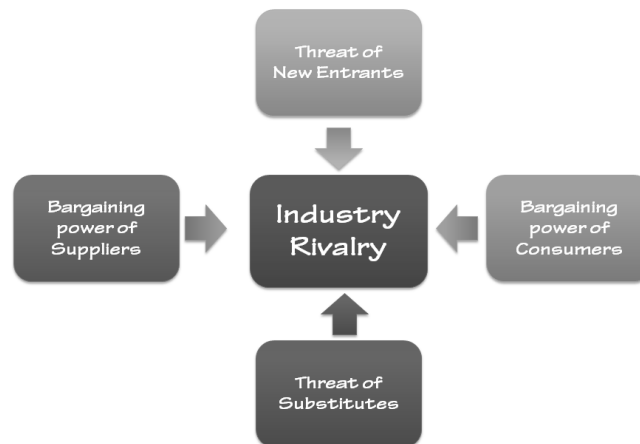
DIPLOMA IN MARKETING (DMKT)
MKT2158: MANAGING MARKETING PRACTICES
ALTERNATIVE ASSESSMENT: JANUARY 2020 SESSION

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Question 1

- (a) Ethical business is becoming a trend in global business environment. As a marketer, discuss one ethical issue in each marketing mix (Product, Price, Place and Promotion) that you can see happening in the marketplace. (16 marks)
- (b) List and discuss **THREE (3)** challenges faced by consumers in an e-business environment. (9 marks)

Question 2



Discuss with relevant examples the impacts of the internet on strategies businesses based on Porter **FIVE (5)** Forces model.

(25 marks)

Question 3

The list below contains pricing strategies used by organizations to decide on price of products and services the offer. Discuss the following pricing strategies used by marketers and provide relevant examples to support your answer.

- (a) Product-Line Pricing
- (b) Psychological Pricing
- (c) Loss Leader
- (d) Bundle Pricing
- (e) Everyday Low Pricing

(25 marks)

Question 4

Imagine you are the marketing manager for a cosmetic and wellness retail store that sells personal grooming products. Discuss **FIVE (5)** promotional tools that you can use to promote your products to customers. Provide examples to support your answers.

(25 marks)

~ The End ~
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