FINAL
Examination Paper

(COVER PAGE)

Session : August 2015

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

Course : MKTI102/1101: Fundamentals Of Marketing

Date of Examination : December 8, 2015

Time : 5.00pm - 7.00pm Reading Time : Nil

Duration : 2 Hours

Special Instructions :

Section A: Answer any ONE (1) essay question.

Section B: Answer any THREE (3) short-answer questions.

Materials permitted : Nil

Materials provided : Nil

Examiner(s) : Ms. Michelle Hoong, Ms. Lingkeswari Kunasagaram, Ms. Lee Koon Yoong, Ms. Hung Mun Siew, Mr. Denise Choong, Ms. Shoba

Moderator : Associate Professor Dr. Azizah Omar

This paper consists of 4 printed pages, including the cover page
SECTION A: Essay Questions

Instruction: Answer any ONE (1) out of TWO (2).

Question 1

There are five strategies for Developing Growth and Downsizing in business activities. Explain all FIVE (5) tools of growth and downsizing which helps to identify the company strategic planning.

(25 marks)

Question 2

Ms Jean is new client and she needs your advice on yogurt drink marketing strategies. You are expected to explain any TWO (2) market segmentation bases which are able to target the correct consumer market for the yogurt drink.

You will need to explain the marketing mix strategies at the first THREE (3) stages in Product Life Cycle AFTER the yogurt drink has fully developed and launched in the market.

(25 marks)
SECTION B: Short Questions

Instructions: Answer any THREE (3) out of FIVE (5).

Question 1
Define all term below with relevant explanation and example:

(a) Marketing
(b) Value proposition
(c) Marketing Myopia
(d) Production Concept
(e) Selling Concept

(25 marks)

Question 2
Explain the following pricing strategies with appropriate examples:

(a) Market skimming
(b) Market penetration
(c) Segmented pricing
(d) Psychological pricing
(e) Promotional pricing

(25 marks)

Question 3

(a) Differentiate between Consumer Product and Industrial Product.

(5 marks)

(b) Define any TWO (2) types of industrial products with suitable examples.

(5 marks)

(c) Define service with any TWO (2) characteristics of it.

(5 marks)

(d) Differentiate between Quality Level and Quality Consistency.

(5 marks)

(e) Explain Branding. Support your answer with TWO (2) brand names.

(5 marks)
Question 4

(a) Differentiate between secondary data and primary data. Provide an example of each. (5 marks)

(b) List out THREE (3) types of probability sampling and TWO (2) types of non-probability sampling. (5 marks)

(c) Explain TWO (2) types of marketing control. (5 marks)

(d) Explain SWOT analysis. (5 marks)

(e) Explain the TWO (2) steps involved in business portfolio planning. (5 marks)

Question 5

(a) Explain any TWO (2) marketing intermediaries available to a company. (5 marks)

(b) Define how direct competitors and indirect competitors work in a market. Support your answer with suitable example. (5 marks)

(c) Differentiate Microenvironment and Macroenvironment. (5 marks)

(d) Explain how political environment impacts on a company’s ability to achieve its objectives. Support your answer with appropriate example. (5 marks)

(e) Explain how economic environment have the ability to positively or negatively affect a company. Support your answer with appropriate example. (5 marks)

~ THE END ~