FINAL
Examination Paper

(COVER PAGE)

Session : January 2013

Programme : Diploma In Business (DIB)
Diploma In Mass Communication (DMCN)

Course : MKT1102 : Fundamentals of Marketing

Date of Examination : March 7, 2013

Time : 11:00am – 1:00pm
Reading Time :
Duration : 2 Hours

Special Instructions :

This paper consists of SIX (6) questions. Answer any FOUR (4) questions in the answer booklet provided. All questions carry equal marks.

Materials permitted : Non-Programmable Calculator

Materials provided : Graph Paper

Examiner(s) : Zahirul Baharin Kamaruzzaman, Lingkeswari Kunasagaram.

Moderator : Assoc. Prof. Dr. Azizah Omar

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

This paper consists of SIX (6) questions. Answer any FOUR (4) questions in the answer booklet provided. All questions carry equal marks.

Question 1

(a) Describe any THREE (3) microenvironment forces that affect the company’s ability to serve its customers. Illustrate your answer with relevant example. (15 marks)

(b) Is the ‘selling concept’ considered as much more superior than ‘marketing concept’? Illustrate with practical examples. (10 marks)

Question 2

(a) Briefly describe the term strategic planning and explain ALL the steps in strategic planning process with appropriate examples. (15 marks)

(b) With suitable examples, discuss all FOUR (4) of the following growth strategies:

- Market penetration
- Market development
- Product development
- Diversification

(10 marks)

Question 3

(a) A calculator manufacturer has the following details;

- Total fixed cost - $ 400,000
- Variable cost per unit - $10
- Cost per unit - $10

You are required to find;

(i) The selling price based on 40% mark-up on cost; (2 marks)
(ii) The break-even volume (unit); (2 marks)
(iii) The total revenue; (2 marks)
(iv) Draw the break-even chart showing all the elements and the variable cost area. (4 marks)
(b) Explain the following pricing terms with appropriate examples.
(i) Loss leader pricing;
(ii) Segmented pricing;
(iii) Psychology pricing;
(iv) By product pricing;
(v) Bundle pricing;

(15 marks)

Question 4

(a) Each product has a life cycle. After launching the new product, management wants that product to enjoy a long-term growth and sustainability. Identify and explain ALL the stages of a product life cycle with practical examples.

(17 marks)

(b) Suggest FOUR strategies that firms can adopt when their product lines are in the maturity stage with appropriate examples.

(8 marks)

Question 5

(a) Marketing management must make FIVE important decisions when developing an advertising program. Describe the major decisions involved in developing an advertising program with practical examples.

(15 marks)

(b) Identify and describe the FIVE types of consumer promotion with appropriate examples.

(10 marks)

Question 6

(a) Identify and describe the FIVE requirements for marketers to practice an effective market segmentation with practical examples.

(10 marks)

(b) Identify and explain FIVE important functions played by distribution channel with practical examples.

(15 marks)