

EXAMINATION AND EVALUATION DIVISION  
DEPARTMENT OF POLYTECHNIC EDUCATION  
(MINISTRY OF HIGHER EDUCATION)

COMMERCE DEPARTMENT

FINAL EXAMINATION

DECEMBER 2011 SESSION

**PB304: MARKETING MANAGEMENT: THEORIES AND  
PRACTICES**

**DATE: 24 APRIL 2012 (TUESDAY)**  
**DURATION: 2 HOURS (11.15 AM - 1.15 PM)**

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This paper consists of **TEN (10)** pages including the front page.

Section A: Objective (25 questions – answer **ALL**)  
Section B: Essay (3 questions – answer **ALL**)

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**INSTRUCTED BY THE CHIEF INVIGILATOR**

(CLO stated at the end of each question is referred to the learning outcome of the topic assessed. The CLO stated is only for lectures reference. Student can ignore the CLO stated)

**SECTION A****OBJECTIVES [25 marks]**

Instruction: This section consists of **TWENTY FIVE (25)** objective questions.

Answer **ALL** questions.

1. Which one of the following is not a competitor?
  - A. Brand Competition
  - B. Generic Competition
  - C. Industry Competition
  - D. Segment Competition
  
2. Which of the following strategies is being used by the company that provides superior value to lead its industry in price and convenience?
  - A. Overall cost leadership
  - B. Operational excellence
  - C. Product leadership
  - D. Focus
  
3. Threat of buyers' growing bargaining power is;
  - A. a segment is unattractive if it contains numerous, strong, or aggressive competitors.
  - B. a segment is unattractive when there are actual or potential substitutes for the product.
  - C. a segment's attractiveness varies with the height of its entry and exit barriers.
  - D. a segment is unattractive if the buyers have strong bargaining power

- *Does not react quickly or strong to rival's move.*
- *They feel their customers are loyal or may lack the funds to react or may be slow in noticing the move.*

4. What is the type of Competitors' reaction pattern for the above description?
  - A. The Laid-Back Competitor
  - B. The Selective Competitor
  - C. The Tiger Competitor
  - D. The Stochastic Competitor
  
5. The company might choose any of four competitive orientations. Which orientation is the best?
  - A. Product orientation
  - B. Market orientation
  - C. Competitor orientation
  - D. Customer Orientation
  
6. A positive aspect of \_\_\_\_\_ is that the company develops a fighter orientation, watches for weaknesses in its own position, and search out competitors' weaknesses
  - A. an Image-centered company
  - B. a Customer-centered company
  - C. a Branding-centered company
  - D. a Competitor centered company

7. Which one of the following is **NOT** an example of the influence of the Internet in industry structure?
- A. It migrates competition to price by widening the geographic market and increasing the number of competitors
  - B. It creates new substitution threats and potential market expansion from e-tailers
  - C. It reduces bargaining power of buyers through increased switching cost
  - D. It reduces barriers to entry for new entrants because of less need for sales force
8. Which of the following are the TWO [2] types of research data?
- A. Predictive and quantitative
  - B. Qualitative and predictive
  - C. Primary and secondary
  - D. Qualitative and quantitative

*A business suffering from a high level of customer complaints about a product wants a detailed understanding about what is going wrong.*

9. Which of the following methods of market research would be the best to identify the main cause of the complaints?
- A. Telephone survey
  - B. Focus group
  - C. Observation
  - D. Interview
10. How do the personality and presentational differences can cause a problem?
- A. The researchers use the wrong contact method
  - B. The report and the findings do not meet the manager requirements
  - C. The researchers do not gain the knowledge
  - D. The researchers do not have experience and untrained.

11. Marketing researchers usually draw conclusions about large groups of consumers by studying a small \_\_\_\_\_ of the total consumer population.
- A. group
  - B. target group
  - C. population
  - D. sample
12. What are the two main types of research instruments used to collect primary data?
- A. surveys and samples
  - B. questionnaires and mechanical devices
  - C. focus groups and online databases
  - D. online panels and experiments
13. Marketing information is only valuable when it is used to \_\_\_\_\_.
- A. simplify management's job
  - B. identify a target market
  - C. increase efficiencies in the supply chain
  - D. make better marketing decisions
14. The characteristics of service are;
- A. quality, productive, technological and heterogeneity
  - B. intangibility, heterogeneity, perishability and inseparability
  - C. tangible, heterogeneity, ability and separately
  - D. product, price, promotion and place

15. Which category of **SERVICE MIX** describes the statement below?

*The offering consists of a tangible good accompanied by one or more services. Levitt observes that "the more technologically sophisticated the generic product [e.g., cars and computers], the more dependent are its sales on the quality and availability of its accompanying customer services [e.g., display rooms, delivery, repairs and maintenance, application aids, operator training, installation advice, warranty fulfillment]."*

- A. Pure tangible good
  - B. Tangible good with accompanying services
  - C. Hybrid
  - D. Major service with accompanying minor goods and services
16. Which of the following is known as skilled labor?
- A. Lawyer
  - B. Accountants
  - C. Lawn care
  - D. Plumbing Repair
17. In services marketing, there are other 3 (**THREE**) 'p' namely
- A. People, Process and Physical evidence
  - B. People, Politics and Process
  - C. Process, Physical Evidence and Politics
  - D. Process, People and Partnership
18. Non Profit Marketing is related to
- A. institutions which always actively search for alliances with other organizations
  - B. institutions which aim for revenue
  - C. institutions which always highly paid
  - D. company which invest heavily on innovation

19. A mosque targeting different demographic groups to increase attendance is an example of
- A. customer evangelism
  - B. for-profit marketing
  - C. societal marketing
  - D. not-for-profit marketing
20. Green marketing is also called
- A. Ozone Marketing
  - B. Ecological Marketing
  - C. Clean Marketing
  - D. Efficient Marketing
21. Which of the following is true about technology trends that marketers should monitor?
- A. A growing portion of R&D expenditures are going toward the research side as opposed to the development side
  - B. Today, the time for idea and implementation is expanding
  - C. More single companies rather than consortiums are directing research efforts toward major
  - D. The pace of change is accelerating today
22. These are the consumers' rights **EXCEPT**
- A. Right to Safety
  - B. Right to be informed
  - C. Right to Choose
  - D. Right to Buy

*Sales managers can check whether sales representatives know and observe the law, such as salespeople lie to consumers or mislead them about the advantages of buying a product*

23. The action above refers to
- A. legal behavior
  - B. ethical behavior
  - C. customer behavior
  - D. social responsibility behavior
24. The factors that influence sales forecast are as below **EXCEPT**
- A. Economy
  - B. Cultural
  - C. Financial
  - D. Production
25. Which of the following is one of the non quantitative methods of sales forecast?
- A. Time series analysis
  - B. Box Jenkins method
  - C. Correlation and regression
  - D. Delphi method



**SECTION B****ESSAY [75 marks]**

Instruction: This section consists of **THREE (3)** essay questions. Answer **ALL** questions.

**QUESTION 1**

- a) By giving an appropriate example, define what is a competitor?

[5 marks]

- b) Market leader is the firm in an industry with the largest market share. Explain **THREE [3]** actions that can be taken by the market leader to remain as number one in the market.

[12 marks]

- c) Whether a company is a leader, challenger, follower or nicher, it must watch its competitors closely and find the competitive marketing strategy that has the most effective position. By using an appropriate example, explain the company orientations below:

- i) Competitor-centered company
- ii) Customer-centered company

[8 marks]

**QUESTION 2**

- a) Illustrate the need for balancing customer and competitor orientation in order to become profit making businesses. [15 marks]
- b) Explain the **FOUR (4)** types of competitors. [10 marks]

**QUESTION 3**

- a) Explain the characteristics of services marketing below:
- i) Intangibility [5 marks]
  - ii) Inseparability [5 marks]
  - iii) Perishability [5 marks]
- b) Explain **TWO [2]** shifting customer relationship and support your answer. [10 marks]