

POLITEKNIK
Jabatan Pengajian Politeknik

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

COMMERCE DEPARTMENT

FINAL EXAMINATION
DECEMBER 2011 SESSION

PM101 : PRINCIPLES OF MARKETING

DATE : 25 APRIL 2012 (WEDNESDAY)
DURATION : 2 HOURS (2.30 PM – 4.30 PM)

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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THE CHIEF INVIGILATOR

(CLO stated at the end of each question is referring to the learning outcome of the topic assessed. The CLO stated is only for lectures' references.)

SECTION A
OBJECTIVE (25 marks)

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

1. Today, marketing is understood in terms of making a sale and _____ [CLO 1]
 - A. satisfying customer needs
 - B. understanding customer value
 - C. customers' self images
 - D. brilliant advertising.

2. Which of the following is **NOT** part of marketing process? [CLO 1]
 - A. Analyzing marketing opportunities
 - B. Selecting target market
 - C. Analyzing portfolio
 - D. Develop marketing mix

3. _____ is the idea that organizations will preserve the society's well being. [CLO 1]
 - A. Product concept
 - B. Selling concept
 - C. Production concept
 - D. Societal concept

4. Due to technological advancement such as computer and facsimile machine, there is a new challenge in marketing which is _____ [CLO 1]
 - A. rapid globalization
 - B. the changing of world economy
 - C. the call for more socially responsible marketing
 - D. the microchip revolution

5. *“Bigger societal forces”*
“Uncontrollable environment”
“Marketers have no or little influence”

The above statements illustrate _____ . [CLO 2]

- A. macroenvironment
 - B. macromarketing
 - C. microenvironment
 - D. micromarketing
6. _____ refers to managing the environment by taking aggressive reactions to affect the public and forces in the marketing environment. [CLO 2]
- A. Proactive approach
 - B. Reactive approach
 - C. Non active approach
 - D. Marketing approach
7. All the individuals and households who buy or acquire goods and services for personal consumption is referred to as _____. [CLO 3]
- A. consumer products
 - B. consumer buying process
 - C. consumer market
 - D. consumer decision process
8. According to Kotler and Armstrong, business buyers can be defined as organizations that buy goods and services for further production of other goods and services, reselling, renting or supplying to others. Business buyers are sometimes known as _____ [CLO 3]
- I. business to business buyers
 - II. final users
 - III. industrial buyers
 - IV. traders
- A. I and II
 - B. I and III
 - C. III and IV
 - D. I and IV

9. The difference between consumer market and business market are stated below **EXCEPT**: [CLO 3]
- A. derive demand
 - B. inelastic demand
 - C. types of property
 - D. types of promotion
10. When Dynamo advertisement shows two women comparing the cleanliness of their laundry, it is using _____. [CLO 3]
- A. psychographic segmentation
 - B. behavioural segmentation
 - C. geographic segmentation
 - D. demographic segmentation
11. Air Asia decides to ignore the market segment and targets the whole market with one offer. What is the marketing targeting strategy used by the company? [CLO 4]
- A. Differentiated
 - B. Undifferentiated
 - C. Concentrated
 - D. Micromarketing
12. _____ is not what you do to a product, but what you do to the mind of a customer. [CLO 4]
- A. Market targeting
 - B. Market segmentation
 - C. Market positioning
 - D. Market strategy
13. Which of the following is **NOT** positioning differences of a product? [CLO 4]
- A. Prohibitive
 - B. Distinctive
 - C. Superior
 - D. Communicable

14. Product planners need to think about products and services on three levels. Each level adds more customer value. The most basic level is the _____, which addresses the question, "What is the buyer really buying?" [CLO 2,4]
- A. actual product
 - B. augmented product
 - C. core benefit / product
 - D. co-branding

15.

<ul style="list-style-type: none">• Customers buy frequently• Customers buy immediately• Customers tend to make a minimum comparison and buying effort
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The above statements refer to _____ [CLO 2,4]

- A. specialty product
- B. shopping product
- C. convenience product
- D. unsought product

16. Which of the following is **NOT** a function of packaging? [CLO 2,4]

- A. Containing and protecting products
- B. Promoting products
- C. Facilitating storage, use and convenience
- D. Describing product's benefit

17. Choose the **CORRECT** statement. [CLO 2,4]

- A. Sales turn down at introduction level for many reasons including technological advancement, shift in consumer tastes, and increased competition.
- B. At growth level, Product Manager should consider modifying the marketing, product and marketing mix.
- C. Company requires more time to create awareness of its presence among its target market during the introduction stage.
- D. At maturity level, rapid sales growth cannot last forever, sales slow down since the product sales has been accepted by most buyers.

18. "It" is known as fee, fare, rent, wage and salary. What is "It" referring to? [CLO 4]
- A. Payment
 - B. Tax
 - C. Price
 - D. Premium
19. Below are the factors influencing the setting of prices **EXCEPT** _____ [CLO 4]
- A. marketing mix decisions
 - B. family decision
 - C. pricing objectives
 - D. competition
20. The purpose of _____ pricing is to set a low initial price in order to attract a large number of buyers quickly and win a large market share. [CLO 4]
- A. market-skimming
 - B. market-penetration
 - C. below-market
 - D. leader
21. Value Mart is launching a new product in the market, and the Product Manager has suggested one pricing strategy to help in achieving the goals of the company to attract a large number of customers quickly and win market share. What is the best pricing strategy to be used? [CLO 4]
- A. Market oriented
 - B. Value based
 - C. Market penetration
 - D. Market skimming
22. Which of the following is **NOT** part of functions played by marketing channel in marketing world? [CLO 4]
- A. Pricing
 - B. Connection
 - C. Negotiation
 - D. Risk-taking

23. Any paid form of non-personal presentation and promotion of ideas, goods, or services by an identified sponsor is called _____. [CLO 4]

- A. sales promotion
- B. advertising
- C. direct marketing
- D. personal selling

24. “Buy Four, Get One Free”

Which of the following tools describe the above statement? [CLO 4]

- A. Premiums
- B. Price packs
- C. Special offer
- D. Cash refund offer

25. A Pull Strategy is used for_____ [CLO 4]

- A. promoting products to retailers.
- B. promoting products to the target market to create demand.
- C. personal selling and direct mail are aimed at the retailers.
- D. creating the demand from the retailers.

SECTION B**ESSAY (75 marks)****INSTRUCTION:**

This section consists of **THREE (3)** essay questions.

Answer **ALL** questions.

QUESTION 1

- a) Define marketing. [CLO 1]
(2 marks)
- b) What are the differences between exchange and relationship? [CLO 1]
(3 marks)
- c) Define product concept and production concept. [CLO 1]
(4 marks)
- d) Differentiate between the marketing concept and societal concept. [CLO 1]
(4 marks)
- e) Describe **FOUR (4)** major trends and forces that are changing the marketing landscape in this new age of relationships. [CLO 1]
(12 marks)

QUESTION 2

- a) Define the terminologies below:- [CLO 4]
- i. Market segmentation
(1.5 marks)
 - ii. Market targeting
(1.5 marks)
- b) Effective segmentation will ensure the success of a product in the market. Briefly explain **FIVE (5)** requirements for effective segmentation. [CLO 4]
(10 marks)
- c) There are many ways to target the market. Using appropriate examples, describes **FOUR (4)** market targeting strategies that commonly practice by marketers all over the world. [CLO 4]
(12 marks)

QUESTION 3

- a) There are several external factors affecting pricing decisions. Explain **THREE (3)** external factors related. [CLO 4]

(6 marks)

- b) Differentiate Skimming Pricing and Penetration Pricing. [CLO 4]

(4 marks)

- c) Identify **FIVE (5)** functions of marketing channel. CLO 4]

(5 marks)

- d) Sales promotion is one of the promotion mix elements. [CLO 4]

- i) Define sales promotion.

(2 mark)

- ii) Explain briefly **FOUR (4)** sales promotion tools that can be used by a company.

(8 marks)