

POLITEKNIK
Jabatan Pengajian Politeknik

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

COMMERCE DEPARTMENT

FINAL EXAMINATION
JUNE 2012 SESSION

PM101 : PRINCIPLES OF MARKETING

DATE : 17 NOVEMBER 2012 (SATURDAY)
DURATION : 2 HOURS (11.15 A.M. – 1.15 P.M.)

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 CLO stated is for reference only.)

4. The _____ offers the best quality, performance and features. [CLO 1:C1]
- A. production concept
 - B. product concept
 - C. sales concept
 - D. marketing concept
5. "Marketers are going beyond a local view of the company's industry and competitors. This statement refers to _____." [CLO 1:C1]
- A. rapid globalization
 - B. new digital age
 - C. ethical responsibilities
 - D. nonprofit marketing
6. Microenvironment consists of the actors close to the company that affect its ability to serve its customer. Which one below is the element of microenvironment? [CLO 1: C2]
- A. Company
 - B. Cultural
 - C. Technology
 - D. Demographic
7. Which one below is **NOT** the element of macro environment? [CLO 1: C2]
- A. Natural
 - B. Cultural
 - C. Political
 - D. Publics

SECTION A

OBJECTIVES (25 marks)

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

Answer ALL.

1. _____ is the set of all actual and potential buyers of a product or services. [CLO 1:C1]
- A. Market
 - B. Exchange and relationship
 - C. Customer value and satisfaction
 - D. Demands
2. Which of the following statements is correct about marketing? [CLO 1:C1]
- A. Marketing is an activity that considers only the needs of the organization, not the needs of the society as a whole.
 - B. Marketing is the term used to refer only to the sales function within a firm.
 - C. Marketing is the process of planning and executing the conception, pricing, promotion and distribution of ideas, goods and services to create exchanges that satisfy individual and organization goals.
 - D. Marketing is the place where the activity of goods and services are bought and sold.
3. _____ is anything that can be offered to a market for attention, acquisition, use or consumption and that might satisfy a need or want. [CLO 1: C1]
- A. Services
 - B. Value
 - C. Satisfaction
 - D. Product

12. When evaluating market segments, companies must decide all these factors EXCEPT: [CLO 1:C1]
- A. segment size and growth
 - B. segment attractiveness
 - C. company objectives and resources
 - D. company sales
13. When Pacific Fisheries groups its customers by regions such as Asia, Australia, or New Zealand, which segmenting base it is using? [CLO 1:C1]
- A. benefits sought
 - B. demographics
 - C. geographic location
 - D. economic factors
14. We defined _____ is something that is felt, tasted, heard or seen. [CLO1 :C1]
- A. service encounter
 - B. service variability
 - C. tangible product
 - D. private brand
15. Which of the following product offerings is intangible? [CLO 2:C1]
- A. a meal at a fast-food restaurant
 - B. a limousine ride
 - C. fish for an aquarium
 - D. refillable ink cartridges for a computer printer

8. Individuals and households who buy goods and services for personal consumption are also known as: [CLO 1: C1]
- A. Business Market
 - B. Consumer Market
 - C. Free Market
 - D. Black Market
9. Personal factors can also affect the consumer behavior. One of the important personal factors that influence the buying behavior is: [CLO 1: C2]
- A. Family
 - B. Groups
 - C. Lifestyle
 - D. Motivation
10. Consumer market is defined as individuals and households who buy or acquire goods and services for _____. [CLO 1: C1]
- A. individual consumption
 - B. personal consumption
 - C. customer consumption
 - D. consumer consumption
11. When a company identifies the parts of the market that can best serve and most profitable, it is practicing _____. [CLO 1: C3]
- A. adapted marketing
 - B. differentiation
 - C. mass marketing
 - D. market targeting

19. Consumer products are purchased for personal consumption and classification is based upon consumer shopping habits. Which of the following is **NOT** defined as a consumer product?

[CLO 2:C1]

- A. Convenience product
- B. Shopping products
- C. Supplies and Services
- D. Unsought goods

Sony first launch its TV (high definition tv set) with the price of RM20,000. The set was only bought by those who could afford the new technology. Sony then reduced the price in the next several years to attract new buyers. By 2009, the price is only RM10,000, and in 2010 - 40" tv is only RM3000, a price that many customers could afford. An entry level now is sold for less than RM1500 and prices continue to fall.

[CLO 2: C1]

20. The above statement refers to _____

- A. Market Penetration pricing
- B. Market Skimming pricing
- C. Market Pricing Strategies
- D. Pure Competition Market

21. Which of the following is **TRUE** regarding the function that marketing channel members generally perform?

[CLO 2:C1]

- A. Information gathering
- B. Negotiating with buyers
- C. Maintaining contact with customers
- D. All of the above

16. _____ is the amount of money charged for a product or service.

- A. Price [CLO 2 : C1]
- B. Value
- C. Wage
- D. Salary

17. The use of short-term incentives to encourage the purchase or sale of a product or service is called _____.

- A. publicity [CLO 1 : C2]
- B. direct marketing
- C. sales promotion
- D. public relations

18. In the growth stage of Product Life Cycle, which of the following statements are applicable?

[CLO 2: C1]

- i. There is a rapid increase in sales
- ii. Effects of repeat purchasing are seen
- iii. Increased competitor activity is found
- iv. Profit begin to rise
- v. Good product management is required

- A. i,ii,iii dan iv
- B. i,ii,iii,iv dan v
- C. i,ii,iii dan v
- D. i,iii,iv dan v

SECTION B

ESSAY (75 marks)

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

QUESTION 1

- (a) Define the following terms/concepts using appropriate example. [CLO1:C3] (5 marks)
- i. Need
 - ii. Want
- (b) The marketing environment is made up of a microenvironment and macro environment. [CLO 1 : C3] (5 marks)
List any **FIVE (5)** elements of microenvironment.
- (c) Marketing operates within dynamic global environments which require marketing managers to think freshly about their marketing objectives and practices. [CLO 1 : C3] (15 marks)
Describe any **FIVE (5)** issues in current marketing challenges.

22. The company sells directly to consumers. This can be done by selling door to door through home or office or on the web site. This refers to _____ [CLO 2:C1]
- A. Channel 1
 - B. Channel 2
 - C. Channel 3
 - D. Channel 4
23. All of the following are accurate descriptions of the benefits of Internet buying **EXCEPT** [CLO 2:C1]
- A. online buying is convenience
 - B. online buying has high security characteristics
 - C. online buying is interactive and immediate
 - D. online buying offers buyers the benefit of comparative shopping
24. The producer directs its marketing efforts and activities towards channel members to induce them to carry the product and to promote it to final consumers. This refers to _____ [CLO 2:C1]
- A. push strategies
 - B. pulls strategies
 - C. promotion strategies
 - D. combination strategies
25. Sample, coupon, patronage rewards and point of purchase are referring to specific mix of promotional tools for _____ [CLO 2 : C3]
- A. advertising
 - B. sales promotion
 - C. pull strategy
 - D. push strategy

QUESTION 2

- (a) Briefly explain the **FOUR (4)** pricing objectives below: [CLO 2 : C3]
(8 marks)
- i. Survival
 - ii. Current profit maximization
 - iii. Market share leadership
 - iv. Product quality leadership
- (b) Explain the differences between wholesalers, retailers and brokers. [CLO 2 : C3]
(9 marks)
- (c) Briefly explain any **FOUR (4)** promotion tools that the company may use to promote its new product. [CLO 2 : C3]
(8 marks)

QUESTION 3

- (a) Distinguish between Push and Pull Strategies [CLO 2:C2]
(7 marks)
- (b) Promotion aims directly to meet the need of the target market and serve the overall goals of the organization. [CLO 2:C2]
(18 marks)
- Explain any **SIX (6)** mediums of promotion to ensure that a good marketing programme is executed.