

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

COMMERCE DEPARTMENT

FINAL EXAMINATION
DECEMBER 2011 SESSION

P3118 – MARKETING MANAGEMENT

DATE : 30 APRIL 2012 (MONDAY)
DURATION : 2 HOURS (11.15 AM -1.15 PM)

This is a paper consists of **FOUR (4)** pages including the front page.
Essay (**6** questions – answer **4**)

CONFIDENTIAL
DO NOT OPEN THIS QUESTION PAPER UNTIL INSTRUCTED
BY 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 lecturers' references.)

STRUCTURED / ESSAY QUESTIONS (100 marks)

Instruction: This paper consists of **SIX (6)** questions.

Answer **FOUR (4)** questions only.

QUESTION 1

- (a) Miss Julia is planning to get Slim Word service to reduce her weight. In making a buying decision process, Miss Julia is influenced by the personal and psychology factors. Explain how these factors would affect in her purchasing process.

(10 marks)

- (b) Explain the first **THREE (3)** steps involved in the buying decision process.

(15 marks)

QUESTION 2

- (a) Normally a market is occupied by the market leader, market challenger, market follower and market nicher. The market leader is the firm that has the largest market share in the relevant product market and usually leads the other firms in price changes, new product introductions, distribution coverage and promotional intensity.

Elaborate **THREE (3)** actions to be taken by the market leader to remain as number one in the market.

(15 marks)

- (b) Describe the steps involved in designing a competitive intelligence system.

(10 marks)

QUESTION 3

- (a) State **FIVE (5)** importance of carrying out marketing research.
(5 marks)
- (b) You are assigned to do a research on:
'The Influence of advertising campaign towards sales of instant drinking product in the Giant Shopping Mall'

Based on the research title above, you are required to:

- i. Draw a diagram to show the process of carrying out the research.
(6 marks)
- ii. State **ONE (1)** independent variable and **ONE (1)** dependent variable.
(4 marks)
- iii. Explain the appropriate methods of primary data collection for this research.
(10 marks)

QUESTION 4

- (a) Explain briefly **THREE (3)** importance of strategic marketing plan.
(9 marks)
- (b) When allocating resources to business units, management at corporate level needs analytical tools to analyze and classify its businesses by profit potential. One of the best and most commonly used business portfolio evaluation models is the Boston Consulting Group (BCG) Model. Explain the BCG Model.
(16 marks)

QUESTION 5

- (a) Describe **THREE (3)** importance of sales forecast.
(9 marks)
- (b) Distinguish the benefits and limitations between the jury of executive opinion technique and sales force composite technique for sales forecasting.
(12 marks)
- (c) List **FOUR (4)** internal factors that influence the sales forecast.
(4 marks)

QUESTION 6

- (a) There are various issues affect the decision of marketers in delivering and marketing their product locally and globally. Explain all the issues :
- i. Information technology advancement
 - ii. Globalization
 - iii. World economic fluctuation
 - iv. The increase in the needs for social responsibilities and ethics
- (20 marks)
- (b) State **FIVE (5)** consumer responsibilities.
(5 marks)