

INSTRUCTION:

This section consists of **SIX (6)** essay questions. Answer **FOUR (4)** questions only.

QUESTION 1

- (a) According to consumer behavior theory, consumers have specific purchasing behavior.

List down the steps involved in making their purchasing decisions.

(3 marks)

- (b) Discuss the influence of the stimulus below on consumers purchasing decision making with relevant example:

- i. Commercial stimulation
- ii. Non Commercial
- iii. Social
- iv. Physical

(12 marks)

- (c) Explain **FIVE (5)** parties involved in consumer purchase decision.

(10 marks)

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

COMMERCE DEPARTMENT

FINAL EXAMINATION
JUNE 2012 SESSION

P3118 : MARKETING MANAGEMENT

DATE : 19 NOVEMBER 2012 (MONDAY)
DURATION : 2 HOURS (8.30 AM – 10.30 AM)

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

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BY THE CHIEF INVIGILATOR

QUESTION 4

- (a) The concept of strategic marketing emphasis on “strategic three C’s”. Explain each of the C’s.
(7 marks)
- (b) A properly conducted strategic planning is important to ensure company’s survival and will boost company advantage and profitability compared to competitors. There are **6 (SIX)** steps in effective strategic planning. Explain all.
(18 marks)

QUESTION 5

- (a) Briefly explain **FIVE (5)** factors affecting the sales forecast.
(10 marks)
- (b) Describe **THREE (3)** importances of sales forecasting.
(15 marks)

QUESTION 6

- (b) Development of information technology especially on information management has a significant impact to marketing management. Explain **FOUR (4)** of the importance of technology management to firms.
(12 marks)
- (c) Electronic commerce is an alternative way of doing business using technology such as computer, web site and internet. Describe **FOUR (4)** advantages of e-commerce to firms and give **ONE (1)** example of business using e-commerce concept.
(13 marks)

QUESTION 2

- (a) The marketers need to know the competitors before entering the market. Explain **FOUR (4)** types of competitors.
(8 marks)
- (b) Competitor’s strategy is one of the indicators to measure the success of a company. Competition will be very stiff if there are companies that use the same strategy. Explain example of any **TWO (2)** competitor’s strategies with relevant example.
(9 marks)
- (c) Explain **FOUR (4)** types of competitor reaction
(8 marks)

QUESTION 3

Imagine you are an owner of a toddler retail clothing store that specializes on girls’ fashion from 2 to 6 in sizes. You find out that there is a huge potential on clothing line but you are not sure whether it will generate the sales needed to be profitable.

- a) Discuss the steps in marketing research process that will help the company in decision making.
(15 marks)
- b) Explain **THREE (3)** classification of marketing research?
(10 marks)