

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

COMMERCE DEPARTMENT

**FINAL EXAMINATION
JUNE 2012 SESSION**

P5712: STRATEGIC MARKETING

**DATE : 17 NOVEMBER 2012 (SATURDAY)
DURATION : 2 HOURS (2.30 – 4.30PM)**

This paper consists of **THREE (3)** pages including the front page.
SECTION A: Structured (**THREE (3)** questions – answer all)
SECTION B: Essay (**ONE (1)** question - answer all)

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THE CHIEF INVIGILATOR**

SECTION B

INSTRUCTION:

Answer ALL questions.

QUESTION 1

Xy is a producer of seasoning powder for quick preparation of Malaysian food like fried rice, fried mee-hoon or soup. Xy is a trusted brand and well known for its flagship flavor enhancer; Xy is believed to command an overwhelming 85%-95% of the MSG market in Malaysia Under XY. There are 6 varieties of seasoning powder. The company main's objective are to contribute to the dietary life of Malaysian by producing seasonings that fit in Malaysian's taste and to diversify its products to increase the company's sales and giving lots of range of product for customer to choose

The seasoning market is growing strongly approximately at the rate of 20%. As the society become busier and less time to spend and time consuming to cook. It's giving opportunities to explore the market especially for demand for convenient food which emphasizes on 'ready to cook' 'all in one' and 'fast preparation time'. The demand is in line with the growing number of housewives, singles and student in Indah Permai. On the other hand, there are also a growing number of restaurants, food courts and food stalls that offer many food varieties and options to Indah Permai residents.

Unlike other competitors' products which are paste-based, Xy seasoning product is powder-based. The product is easy to use, less oily, less messy to handle and healthier as the product produces using the spray dry technology where both quality and cleanliness are guaranteed. However, observation shows that Xy is struggling to establish a stable foothold in the growing market. Production of the seasoning powder is running at loss. Though a large portion of its products is for domestic consumption about 70%, they do export to other Asian countries about 23%. Sales from export is important as the local market becomes saturated

a. Perform the SWOT analysis for the company. (20 marks)

b. Explain industry environment in Xy based on The Five Forces Model of Porter.

(20 marks)

SECTION A

INSTRUCTION:

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

QUESTION 1

Strategic planning is an important action, which should be done by marketer before implement marketing program. Industry or company should have strategic marketing planning based on characteristics of strategic marketing.

a) Define strategic marketing (5 marks)

b) Give **FIVE (5)** advantages on the application of strategic planning in marketing firm. (15 marks)

QUESTION 2

a) There are **FOUR (4)** types of industries. Explain **TWO (2)** out of **FOUR (4)** types of the industries. (8 marks)

b) Describe **THREE (3)** types of Competition Intelligent. Give the examples for each of them. (12 marks)

QUESTION 3

a) What is marketing plan? (5 marks)

b) Explain **FIVE (5)** benefits of marketing plans to the organization? (10 marks)

c) What are the criteria of a good marketing plan (5 marks)