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**KOLEJ YAYASAN PELAJARAN JOHOR  
FINAL EXAMINATION**

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<b>COURSE</b>	<b>:</b>	<b>PRINCIPLE OF MARKETING</b>
<b>COURSE CODE</b>	<b>:</b>	<b>HMT 6103</b>
<b>DATE</b>	<b>:</b>	<b>18 OCTOBER 2015</b>
<b>TIME</b>	<b>:</b>	<b>9.00 AM-12.00 PM (3 HOURS)</b>

**INSTRUCTION TO CANDIDATES**

1. This examination paper consist of **FOUR (4) PARTS**:  
PART A (20 Marks)  
PART B (15 Marks)  
PART C (50 Marks)  
PART D (15 Marks)
2. Answer **ALL** questions from Part A, B and C. For Part D, answer **ONE(1)** question only.
3. Candidates are not allowed to bring any material to examination room **EXCEPT** with the permission of invigilator
4. Please make sure that all material is available during this examination session:
  - i. Question paper
  - ii. Answering form
  - iii. Answering paper

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**DO NOT OPEN THIS QUESTION PAPER UNTIL HAVE BEEN TOLD TO DO SO**

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*THIS QUESTION PAPER CONSISTS OF 10 PRINTED PAGES INCLUDING FRONT PAGE*



**PART A (Total : 20 Marks)****MULTIPLE CHOICE QUESTIONS****INSTRUCTION: Answer ALL Questions****Please use the OMR sheet provided**

1. What is marketing?
  - a. Process companies create value for customers and build strong customer relationships.
  - b. Process companies create product for customers and build strong foundation of products
  - c. Process companies develop excellent services for customers and build strong relation with customer
  - d. Process companies develop and build up relation towards customer
  
2. They include basic physical needs for foods, clothing, warmth and safety. This statement refer to,
  - a. Need
  - b. Want
  - c. Demand
  - d. Supply
  
3. A Malaysian people need food but insist of food such as Kentucky Fried Chicken, Secret Recipe etc. This can be considered as:
  - a. Need
  - b. Want
  - c. Demand
  - d. Supply
  
4. What is a demand?
  - a. Human wants that are backed by buying power
  - b. Human wants that are fulfilled through free of charge
  - c. Human needs that can restrained the whole human life
  - d. Human needs to gather basic thing in order to lives in this world
  - e.

5. Markets can be defined as \_\_\_\_\_
- the set of actual and potential buyers of a product and services
  - the set of future need and want to be fulfilled
  - the set of future marketing
  - the set of actual need, want and demand in order to achieve better lives
6. The art and science of choosing target markets and building profitable relationships with them. This is called as \_\_\_\_\_
- Market segmentation
  - Market planning
  - Marketing management
  - Market operation
7. The idea that consumers will favor products that are available and highly affordable and that the organization should therefore focus on improving production and distribution efficiency
- Selling concept
  - Marketing concept
  - Production concept
  - Selecting customers to serve
8. The idea that consumers will favor products that offer the most quality, performance, and features and that the organization should therefore devote its energy to making continuous product improvements. This is totally referred to \_\_\_\_\_
- selling concept
  - production concept
  - product concept
  - marketing concept

9. All of below includes in microenvironment **EXCEPT**:
- Company
  - Suppliers
  - Political
  - publics
10. All of below include in macroenvironment **EXCEPT**:
- Demographic
  - Economic
  - Competitors
  - Technological
11. Microenvironment can be defined as:
- Actors close to the company that not effects its ability to serve
  - Actors close to the company that effects its ability to serve
  - Actors far to the company that not effects its ability to serve
  - Actors far to the company that effects its ability to serve
12. What is macroenvironment?
- It is the smaller societal forces that affect the microenvironment
  - It is the larger societal forces that affect the microenvironment
  - It is equal to the societal forces that improve the microenvironment
  - It is better that societal forces that not improve the microenvironment
13. It designing the marketing plans, marketing management takes other company into account. The previous statement referred to \_\_\_\_\_
- Suppliers
  - Company
  - Marketing intermediaries
  - Publics

14. It forms an important link in the company's overall customer value delivery system.

This is known as \_\_\_\_\_

- a. Company
- b. Suppliers
- c. Competitors
- d. Publics

15. Firms that help the company to promote sell and distribute its goods to final buyers.

It is referred to:

- a. Company
- b. Marketing intermediaries
- c. Competitors
- d. Suppliers

16. The study of human populations in terms of size, density, location, age, gender etc. This is actually \_\_\_\_\_

- a. demographic
- b. economic
- c. natural
- d. technological

17. Baby boomers is people that \_\_\_\_\_

- a. Born during World War II and lasting until 1964
- b. People born before World War I until World War II
- c. Born during 1964 until 1976
- d. Born 100 years ago

18. Generation X can be defined as people:

- a. Born between 1965 and 1976
- b. Born after 1976 and 1988
- c. Born before 1965
- d. Born after 2000

19. Millennial is born between \_\_\_\_\_ and \_\_\_\_\_

- a. 1977, 2000
- b. 1965, 2001
- c. 1957, 2010
- d. 1975, 2001

20. Individuals and households that buy goods and services for personal consumption.

- a. Consumer buyer behavior
- b. Consumer supplier behavior
- c. Consumer marketing behavior
- d. Consumer production behavior

**PART B (Total : 15 Marks)****TRUE AND FALSE QUESTIONS****INSTRUCTION: Answer ALL Questions****Please use the OMR sheet provided**

1. Marketing is process involving in selling product without concentrate more on customer satisfaction
2. Need is states of felt deprivation
3. Want is about basic need of human
4. Market offerings is combination of products, services, information, or experiences offered to a market to satisfy a need or want
5. Marketing myopia is similar with offering product in Utopia whereby it is involving trade and promoting product to market
6. Exchange is the act of obtaining a desired object from someone by offering something in return
7. The set of all actual and potential buyers of a product or service is also known as promotion
8. The art and science of choosing target markets and building profitable relationships is known as market
9. The idea that consumers will favor products that are available and highly affordable is called as product concept.
10. Production concept is the idea that consumers will favor products that offer the most quality, performance, and features and that the organization should therefore devote its energy.
11. Societal marketing concept is the idea that a company's marketing decisions should consider consumer's wants the company's requirement.
12. The company, supplier, public is actors that close to microenvironment
13. Technological, political and cultural are major forces in the company's macroenvironment.
14. Natural environment is natural resources that are needed as inputs by marketers or that are affected by marketing activities.
15. Environmental sustainability is developing strategies that create a world economy that the planet can support indefinitely



**PART C (Total : 50 Marks)****INSTRUCTION: Answer ALL Questions****Please use the answer booklet provided****QUESTION 1**

- a. What is push strategy? (2 marks)
- b. State down **THREE (3)** example of demographic segmentation (3 marks)

**QUESTION 2**

State down **FIVE (5)** steps of buyer decision process (5 marks)

**QUESTION 3**

Identify factors influencing consumer behavior (5 marks)

**QUESTION 4**

- a. Define personal selling (2 marks)
- b. Give **THREE (3)** example of service (3 marks)

**QUESTION 5**

- a. What is consumer product? (2 marks)
- b. Identify **THREE (3)** example of industrial products (3 marks)

**QUESTION 6**

Identify the individual product decisions (5 marks)

**QUESTION 7**

Define these terms:-

- a. Branding
- b. End user market
- c. Target market

(6 marks)

**QUESTION 8**

Differentiate between labeling and packaging.

(4 marks)

**QUESTION 9**

Retailer can be classify by a product line. List **FIVE (5)** of it and provide example to support your answer.

(10 marks)

**PART C (Total : 15 Marks)**

**INSTRUCTION: Answer ONE(1) question only. This section consists of 2 questions.**

**Please use the answer booklet provided**

**QUESTION 1**

After launching the new product, management want s the product to enjoy a long and happy life. Although it does not expect the product to sell forever, the company wants to earn a decent profit to cover all the effort and risk that went into launching it. By using a proper example, explain in detail about the Product Life Cycle Strategy.

(15 marks)

**QUESTION 2**

A company's total promotion mix-also called its marketing communications mix-consists of the specific blend of advertising, public relations, personal selling, sales promotion and direct-marketing tools that the company uses to persuasively communicate customer value and build customer relationships. Explain in detail all the **FIVE (5)** major promotion tools

(15 marks)

**END OF QUESTION PAPER**

