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ONLINE FINAL EXAMINATION**

COURSE NAME : PRINCIPLES OF MARKETING
COURSE CODE : MKT1013
EXAMINATION : JUNE 2022
DURATION : 3 HOURS

INSTRUCTION TO CANDIDATES

1. This question paper consists of **TWO (2)** parts :
PART A (70 Marks)
PART B (30 Marks)
2. Please refer to the detailed instructions in this question paper.
3. Answer ALL questions in the answer sheet which is A4 size paper (or other paper with the consent of the relevant lecturer).
4. Write your details as follows in the upper left corner for each answer sheet:
 - i. Student Full Name
 - ii. Identification Card (I/C) No.
 - iii. Class Section
 - iv. Course Code
 - v. Course Name
 - vi. Lecturer Name
5. Each answer sheet must have a page number written at the bottom right corner.
6. Answers should be **neat and clear in handwritten form**.

DO NOT TURN THIS PAGE UNTIL YOU ARE TOLD TO DO SO

*This examination paper consists of **10** printed pages including front page*

PART A

This part consists of **THIRTY FIVE (35)** questions.

Answer ALL in Answer Sheet.

1. The key customer markets consist of
 - A business markets.
 - B consumer markets
 - C government markets.
 - D all the above.

2. What is definition of Marketing given by Philip Kotler?
 - A Marketing is the process by which companies create value for customers and build strong customer relationships in order to capture value from customers in return.
 - B Marketing is a societal process by which individuals and groups obtain what they need and want through creating offering and freely exchanging products and services of value with others.
 - C Marketing is the activity, set of institutions and processes for creating, communicating, delivering and exchanging offerings that have value for customers, clients, partners and society at large.
 - D None of the above.

3. The_____concept is aligned with the philosophy of continuous product improvement and the belief that customers will choose products that offer the most in quality, performance, and innovative features.
 - A product
 - B customer
 - C marketing
 - D production

4. "Combination of all marketing resources and marketing efforts of an enterprise through which its pre-determined objectives may be achieved." This statement refers to
- A marketing mix.
 - B sales promotion.
 - C marketing efforts.
 - D marketing management.
5. Which one of the following is a key to build lasting relationships with consumers?
- A Need recognition.
 - B Quality of product.
 - C Price of the product.
 - D Customer satisfaction.
6. Under economic environment, a marketing manager generally studies the following factors and trends
- A real income growth.
 - B in consumer savings.
 - C variations in geographical income distribution and its trends.
 - D all of the above.
7. What is the factors that taking into consideration target customers, geographic location and size of the market?
- A Market factors.
 - B Product factors.
 - C Producer factors.
 - D Demographic factors.
8. Which of the following is not concerned with demographic environment?
- A Birth rate.
 - B Size of population.
 - C Religion and caste.
 - D Density of population.

9. Which one is a benefit of environment scanning?
- A Customers' need can be known.
 - B Marketer can make swot analysis easily.
 - C Strategies of the competitors can be anticipated.
 - D All of the above.
10. Your marketing department is currently researching the size, density, location, age, and occupations of your target market. Which environment is being researched?
- A Cultural.
 - B Economic.
 - C Geographic.
 - D Demographic.
11. The buying process starts when the buyer recognizes
- A a product.
 - B a problem or need.
 - C an advertisement for the product.
 - D a salesperson from a previous visit.
12. Which of the following is the psychological factors that will influence the consumer behaviour?
- A Price-level.
 - B Basic Needs.
 - C Family income.
 - D Credit facilities.
13. Listing alternatives that will solve the problem at hand and determining the characteristics of each occurs during which stage of the final consumer's decision process?
- A Purchase.
 - B Post purchase.
 - C Information search.
 - D Evaluation of alternatives.

14. Mr Larren buys goods and services to be used in the production of products that are being sold and supplied to another customers. Mr Larren is involved in
- A retail buyer behaviour.
 - B business buyer behaviour.
 - C post-purchase dissonance.
 - D consumer buying behaviour.
15. What is the objective of market segmentation?
- A To achieve market targets.
 - B To make the marketing policies.
 - C To know the needs and buying habits of buyers.
 - D All of the above.
16. Which of the following is the benefit of market segmentation?
- A Helpful in swot analysis.
 - B Helpful to create new markets.
 - C Effective marketing programme.
 - D All of the above.
17. When the company follows one product to all segment principle, it's called
- A concentrated marketing.
 - B differentiated marketing.
 - C undifferentiated marketing.
 - D all of the above.
18. When Febreze brand fabric spray began to introduce a 2 in 1 antibacterial spray, this represents which new product category?
- A New product line.
 - B Repositioning strategy.
 - C Discontinuous innovation.
 - D Addition to an existing product line.

19. Sinaran publications publishes and sells books covering all types of consumer needs competition books, and text books of schools, colleges and universities. It's the examples of
- A market specialisation.
 - B product specialisation.
 - C both of the above.
 - D none of the above.
20. Marketing stimuli consist of the four Ps. Which is **not** one of these?
- A Price.
 - B Politic.
 - C Product.
 - D Promotion.
21. Public information about a company, product, service, or issue appearing in the mass media as a new item is known as
- A publicity.
 - B advertising.
 - C sales promotion.
 - D personal selling.
22. What are the objectives of branding?
- A Profit, sales and new product sales.
 - B Identification, repeat sales and new product sales.
 - C Individual Identification, repeat sales and revenue.
 - D Psychological profit, revenue and new product sales.
23. Qalisha stopped at a store to buy cereal. While she was paying for her cereal, she noticed fresh buns. In this example, the buns are _____ products.
- A specialty
 - B shopping
 - C unsought
 - D convenience

24. At what stage of the new-product development process most new product ideas are rejected?
- A Test marketing.
 - B Idea screening.
 - C Idea generation.
 - D Commercialization.
25. A period during which sales increase at a decreasing rate signals the beginning of the _____ stage of the product life cycle.
- A growth
 - B decline
 - C maturity
 - D introductory
26. _____ is aimed at having a product available in every outlet at which target customers might want to buy it.
- A Intensive distribution
 - B Selective distribution
 - C Effective distribution
 - D Exclusive distribution
27. Rizqin Enterprise is assisting sellers in how to best promote their properties to attract advantageous offers and advertising properties through a variety of marketing techniques. He is called
- A retailer.
 - B agent and brokers.
 - C industrial distributor.
 - D merchant wholesaler.

28. Which of the following types of stores has a high gross margin, a narrow product assortment and a high level of service?
- A Supermarkets.
 - B Speciality stores.
 - C Department stores.
 - D Convenience stores.
29. Skimming the cream pricing policy is adopted for
- A new products.
 - B export products.
 - C daily use products.
 - D established products.
30. 3/10 net 30 is an example of which of the following?
- A Cash discount.
 - B Trade discount.
 - C Quantity discount.
 - D Seasonal discount.
31. All of the following statements about price are true **except**
- A price means the same thing to the consumer and the seller.
 - B price can relate to anything with perceived value, not just money.
 - C price is that which is given up in an exchange to acquire a product.
 - D the price paid is based on the satisfaction consumers expect to receive from a product.
32. Which of the following stages of the new-product development process involves a company testing its positioning strategy, advertising, distribution, pricing branding, packaging and budget levels?
- A Test marketing.
 - B Concept testing.
 - C Commercialization.
 - D Product development.

33. All of the following are accurate descriptions of reasons why new products fail, **except?**
- A The new product was priced too high.
 - B The new product was advertised poorly.
 - C The actual product was not designed as well as it should have been.
 - D Although the market size was correctly estimated, the product idea itself was not good.
34. Which of the following term relate to Corporate Social Responsibility?
- A Ethical conduct.
 - B Environmental practice.
 - C Community investment.
 - D All of the above.
35. In your view, why some companies are turning into low cost producers within their industry?
- A Tax benefits
 - B Capital generation
 - C Management restructuring
 - D Sales and profits escalation

[70 MARKS]

PART B

This part consists of **THREE (3)** questions.

Answer ALL in Answer Sheet.

QUESTION 1

Explain **five (5)** personal factors that influence an individual's buying behaviour.

(10 marks)

QUESTION 2

Describe **five (5)** basic criteria for successful segmentation.

(10 marks)

QUESTION 3

With the aid of diagram, describe **four (4)** stages of product life cycle.

(10 marks)

[30 MARKS]

END OF QUESTION PAPER