



**KOLEJ YAYASAN PELAJARAN JOHOR
FINAL EXAMINATION**

COURSE NAME : FUNDAMENTAL OF MARKETING
COURSE CODE : DSM 1023/DPP 1063
EXAMINATION : APRIL 2018
DURATION : 2 HOURS 30 MINUTES

INSTRUCTION TO CANDIDATES

1. This examination paper consists of **THREE (3)** parts :
 - PART A (20 Marks)
 - PART B (40 Marks)
 - PART C (40 Marks)

2. Candidates are not allowed to bring any material to examination room except with the permission from the invigilator.

3. Please check to make sure that this examination pack consist of:
 - i. Question Paper
 - ii. Objective Answer Paper
 - iii. Answering Booklet

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This examination paper consists of 20 printed pages including front page

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PART A

This part contains 20 question.

Answer **ALL** on the objective answer form provided.

Bahagian ini mengandungi 20 soalan objektif.

*Jawab **SEMUA** soalan di dalam kertas jawapan objektif.*

1 What are the features of core marketing concept?

- A Price
- B Place
- C Demand
- D Promotion

1 *Apakah ciri-ciri konsep pemasaran teras?*

- A Harga*
- B Tempat*
- C Kehendak*
- D Promosi*

2 The black box buyers consist of two parts which are _____.

- A the characteristics of users and decision-making process.
- B the timing of purchases and the amount of the purchase.
- C brand selection and the selection of the salesman.
- D propose and decide.

2 *Kotak hitam pembeli terdiri daripada dua bahagian iaitu _____.*

- A pemilihan masa membuat pembelian dan jumlah belian.*
- B ciri-ciri pengguna dan proses membuat keputusan.*
- C pemilihan jenama dan pemilihan jurujual.*
- D mencadang dan membuat keputusan.*

- 3 Market _____ is divided into smaller markets such as age, size of the market segment, the market for career women, single parent market and markets of other small.
- A nich
 - B micro
 - C mass
 - D segments
- 3 *Pemasaran _____ terbahagi kepada pasaran yang lebih kecil seperti umur, segmen pasaran saiz, pasaran wanita bekerjaya, pasaran ibu-bapa tunggal dan pasaran-pasaran kecil yang lain.*
- A *nich*
 - B *mikro*
 - C *massa*
 - D *segmen*
- 4 _____ are those who like to take risk and the first person who try out the new ideas.
- A Laggards
 - B Apprentice
 - C Late majority
 - D Early majority
- 4 _____ merupakan mereka yang suka risiko dan orang yang pertama sekali mencuba idea yang baru.
- A *Golongan tercicir*
 - B *Perintis*
 - C *Majoriti akhir*
 - D *Majoriti awal*

- 5 Which of the following is **TRUE** about type of branding?
- A Franchise
 - B Nation branding
 - C License branding
 - D Famous branding
- 5 *Antara berikut yang manakah ialah jenis-jenis jenama yang terdapat di dalam pemasaran?*
- A Jenama francais
 - B Jenama kebangsaan
 - C Jenama berlesen
 - D Jenama popular
- 6 The marketing mix consists of _____.
- A the product
 - B product and price
 - C product, price and distribution channels
 - D product, price, promotion and distribution channels
- 6 *Campuran pemasaran terdiri daripada _____.*
- A *produk*
 - B *produk dan harga*
 - C *produk, harga dan saluran agihan*
 - D *produk, harga, saluran agihan dan promosi*

- 7 The convenience product are often purchased by users, convenience product consist of _____.
- i. staple product
 - ii. friendly product
 - iii. impulse product
 - iv. emergency product

- A ii and iii
B i, ii and iii
C iii and iv
D i, ii, iii and iv

- 7 *Produk mudah beli adalah produk yang kerap dibeli oleh pengguna. Produk mudah beli terdiri daripada _____.*
- i. Produk asasi*
 - ii. Produk gerakhati*
 - iii. Produk mesra*
 - iv. Produk kecemasan*

- A ii dan iii sahaja*
B i, ii dan iii sahaja
C iii dan iv sahaja
D i, ii, iii dan iv

- 8 The product life cycle consists of _____.
- A introduction - growth – decline
B development - growth - maturity - decline
C development - introduction - maturity - decline
D development - introduction - growth - maturity - decline

- 8 *Kitaran hayat produk terdiri daripada _____.*
- A pengenalan – pertumbuhan – penurunan*
 - B pembangunan – pertumbuhan – kematangan – penurunan*
 - C pembangunan – pengenalan – kematangan – penurunan*
 - D pembangunan – pengenalan – pertumbuhan – kematangan – penurunan*
- 9 The marketing concept is
- A concerned about the affairs and welfare of consumers and the public
 - B consumers prefer to high-quality output, a wide range of features and high performance
 - C consumers will not buy or have a product unless the organization is trying to carry out a promotional production and aggressive sales efforts
 - D the achievement of an organization depends on determining the needs and wants of target markets and delivering satisfaction effectively and efficiently than competitors
- 9 *Konsep pemasaran ialah*
- A mengambil berat tentang hal ehwal dan kebajikan pengguna dan masyarakat.*
 - B pengguna lebih gemar kepada keluaran yang berkualiti tinggi, mempunyai pelbagai ciri dan berprestasi tinggi.*
 - C pengguna tidak akan membeli atau memiliki sesuatu produk kecuali organisasi pengeluaran tersebut berusaha menjalankan promosi dan usaha jualan yang agresif.*
 - D pencapaian matlamat sesebuah organisasi bergantung kepada penentuan keperluan dan kehendak pasaran sasaran dan penyampaian kepuasan dengan cekap dan berkesan berbanding pesaing.*

10 What are the terms in exchanging in marketing?

- i. There are at least three parties involved.
- ii. A party must have something valueless to another party.
- iii. The two parties must be involved and each party has something valuable to be exchanged.
- iv. The parties involved agreed to deal and have the freedom to accept or reject the offer by each other.

- A i and iv
B ii and iii
C iii and iv
D ii and iv

10 *Apakah syarat-syarat di dalam pertukaran di dalam pemasaran ?*

- I. Satu pihak mesti mempunyai sesuatu yang tidak bernilai kepada pihak yang satu lagi.*
- II. Pihak-pihak yang terlibat bersetuju untuk berurusan antara satu sama lain dan mempunyai kebebasan untuk menerima atau menolak tawaran masing-masing.*
- III. Dua pihak mesti terlibat dan setiap pihak mempunyai sesuatu yang bernilai untuk ditukarkan.*
- IV. Terdapat sekurang-kurangnya tiga pihak.*

- A *i dan iv*
B *ii dan iii*
C *iii dan iv*
D *ii dan iv*

- 11 A firm changing the identical price or very close to the competitor price is using the _____ strategy.
- A status quo
 - B differentiation
 - C skimming pricing
 - D penetration pricing
- 11 *Sesebuah syarikat menukar harga produk menyerupai harga yang ditawarkan pesaing menggunakan strategi _____.*
- A *status quo*
 - B *perbezaan harga*
 - C *harga tarahan*
 - D *harga penebusan*
- 12 The _____ can be defined as a specific group of consumers at which a company aims its product and services.
- A mass market
 - B target market
 - C buying center
 - D customer cluster
- 12 _____ boleh didefinisikan sebagai satu kumpulan yang mana pengurus merasakan kumpulan tersebut berpotensi untuk membeli produk keluaran syarikat.
- A *Pasaran meluas*
 - B *Pasaran sasaran*
 - C *Pusat pembelian*
 - D *Kumpulan pelanggan*

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Diagram 1

What is the advantage of having superior brand advantage?

- A High taxes
- B Increase price
- C Customers loyalty
- D Imitated by a competitor



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Rajah 1

Apakah kelebihan memiliki jenama yang unggul?

- A Cukai yang tinggi
- B Meningkatkan harga jualan
- C Kesetiaan pelanggan
- D Ditiru oleh pesaing

- 14 Branding is the process of dissemination information on product quality by using _____.
- A Vision
 - B Symbol
 - C Loyal customer
 - D Representative of company or ambassador
- 14 *Penjenamaan adalah satu proses menyebarkan maklumat berkenaan kualiti produk dengan menggunakan _____.*
- A *Visi*
 - B *Simbol*
 - C *Pelanggan tetap*
 - D *Wakil syarikat atau duta*
- 15 What is the basic element that should have in branding?
- A Unique
 - B Have a license
 - C Easy to remember
 - D Have a long name
- 15 Apakah elemen asas yang perlu ada bagi penjenamaan?
- A Unik
 - B Mempunyai lesen
 - C Mudah diingati
 - D Nama yang panjang

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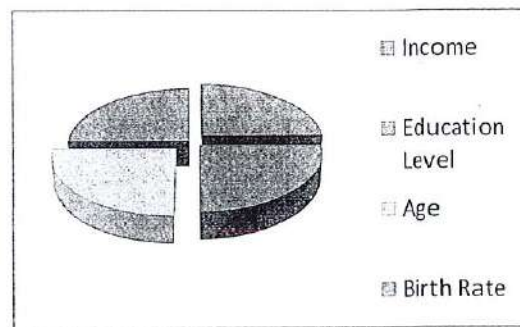
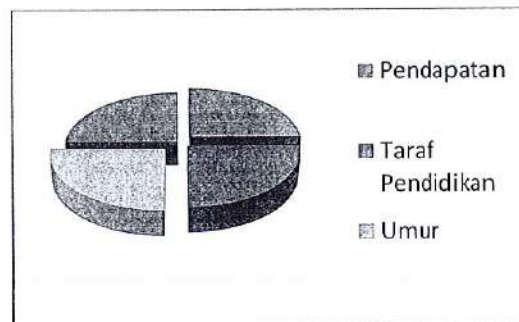


Diagram 2

What is the factor that contribute to the market changing as shown at diagram 2?

- A Social
- B Economy
- C Environment
- D Demographic

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Rajah 2

Apakah faktor yang membawa perubahan di pasaran berdasarkan rajah 2?

- A Sosial
- B Ekonomi
- C Persekitaran
- D Demografi

17 Among the following, which factors are under Psychological factor?

- i. Trust
- ii. Economy
- iii. Response
- iv. Motivation

- A ii, iii and iv
- B i, iii and iv
- C iii and iv
- D i, ii, iii and iv

17 Antara berikut, faktor yang manakah yang tergolong di bawah faktor Psikologi?

- i. Kepercayaan
- ii. Ekonomi
- iii. Tanggapan
- iv. Motivasi

- A ii, iii dan iv
- B i, iii dan iv
- C iii dan iv
- D i, ii, iii and iv

18 Rearrange the consumer purchasing process.

- i. Evaluation
- ii. Decision making
- iii. Evaluate alternative
- iv. Identify need and problem

- A i, ii, iii, and iv
- B iii,ii,i and iv
- C iv, i, iii and ii
- D ii, iii, iv and i

18 Susun semula proses pembelian pengguna.

- i. Kenalpasti keperluan dan kehendak
- ii. Menilai pilihan
- iii. Penilaian
- iv. Membuat keputusan

A i, ii, iii dan iv

B iii, ii, i dan iv

C iv, i, iii dan ii

D ii, iii, iv dan i

19 Among the following, which are the advertising media?

- i. Internet
- ii. Magazine
- iii. Television
- iv. Newspaper

A iii and iv

B i, ii and iii

C ii, iii and iv

D ii and iii

19 Manakah antara berikut, merupakan media pengiklanan?

- i. Newspaper
- ii. Magazine
- iii. Television
- iv. Internet

A iii dan iv

B i, ii dan iii

C ii, iii dan iv

D ii dan iii

- 20 Which of the following is a collection of industrial products that exist in the market?
- A Raw material
 - B Income capital
 - C Unsought products
 - D Materials and spare parts
- 20 Manakah antara berikut merupakan produk industri yang wujud di dalam pasaran?
- A Bahan mentah
 - B Modal pendapatan
 - C Produk tidak dicari
 - D Bahan dan bahan ganti

[20 MARKS]

[20 MARKAH]

PART B

This part contains **four (4)** questions.

Answer **ALL** questions in Answer Booklet provided.

BAHAGIAN B

Bahagian ini mengandungi empat(4) soalan.

Jawab SEMUA soalan di buku jawapan yang disediakan.

QUESTION 1**SOALAN 1**

- a) Describe the meaning of macro environment.

Berikan maksud persekitaran makro

(2 marks)

(2 markah)

- b) List down **four (4)** factor that contributed to macro environment

Senaraikan empat (4) faktor yang menyumbang kepada persekitaran makro

(4 marks)

(4 markah)

- c) List down any **four (4)** factor that contributed to micro environment

Senaraikan empat (4) faktor yang menyumbang kepada persekitaran mikro

(4 marks)

(4 markah)

QUESTION 2

SOALAN 2

Explain the consumer buying process.

Terangkan proses pembelian pelanggan

(10 marks)

(10 markah)

QUESTION 3

SOALAN 3

- a) Write down the definition of branding.

Berikan definisi penjenamaan.

(2 marks)

(2 markah)

- b) List down **three (3)** type of branding.

*Senaraikan **tiga (3)** jenis penjenamaan.*

(3 marks)

(3 markah)

- c) State the **five (5)** advantages of having a good brand name.

*Berikan **lima (5)** kelebihan mempunyai nama jenama yang bagus.*

(5 marks)

(5 markah)

QUESTION 4

SOALAN 4

- a) State the definition of advertising. (2 marks)
Berikan definisi pengiklanan. (2 markah)
- b) Discuss **four (4)** advertising strategies. (8 marks)
Bincangkan empat (4) strategi pengiklanan. (8 markah)

[40 MARKS]
[40 MARKAH]

PART C

This part contains **TWO** questions

Answer **ALL** question only in the Answer Booklet provided.

BAHAGIAN C

Bahagian ini mengandungi dua soalan.

Jawab **SEMUA** soalan sahaja di dalam Buku Jawapan yang disediakan.

QUESTION 1**SOALAN 1**

- a) Explain **three (3)** types of consumer decision.

*Terangkan **tiga (3)** jenis keputusan belian.*

(6 marks)

(6 markah)

- b) Identify and discuss **four (4)** classifications of consumer goods.

*Kenalpasti dan bincangkan **empat (4)** pengkelasan keluaran barangan pengguna*

(14 marks)

(14 markah)

QUESTION 2

Promotion is a medium of marketers communicates information about products to consumers. Promotion plays an important role in attracting the attention of many toward a product.

- a. State **four (4)** objectives of the promotion

(4 marks)

- b. Analysis **four (4)** advertising media that can help marketers in advertising products.

(16 marks)

SOALAN 2

Promosi adalah satu bentuk usaha pemasar mengkomunikasikan maklumat tentang keluarannya kepada pengguna. Promosi memainkan peranan yang penting untuk menarik perhatian ramai terhadap sesuatu produk.

- a. Nyatakan **empat (4)** objektif promosi dan

(4 Markah)

- b. Analisis **empat (4)** media pengiklanan yang dapat membantu pemasar dalam mengiklankan pengeluarannya.

(16 Markah)

[40 MARKS]

[40 MARKAH]

KERTAS SOALAN TAMAT

