



**KOLEJ YAYASAN PELAJARAN JOHOR
FINAL EXAMINATION**

COURSE NAME : PRINCIPLE OF MARKETING
COURSE CODE : MKT1013
EXAMINATION : JUNE 2023
DURATION : 3 HOURS

INSTRUCTION TO CANDIDATES

1. This question paper consists of **TWO (2)** parts :
PART A (70 Marks)
PART B (30 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. The Question Paper
 - ii. An Objective Answer Paper
 - iii. An Answering Booklet

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

This examination paper consists of 12 printed pages including front page

PART A

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

Answer ALL in Objective Answer Paper.

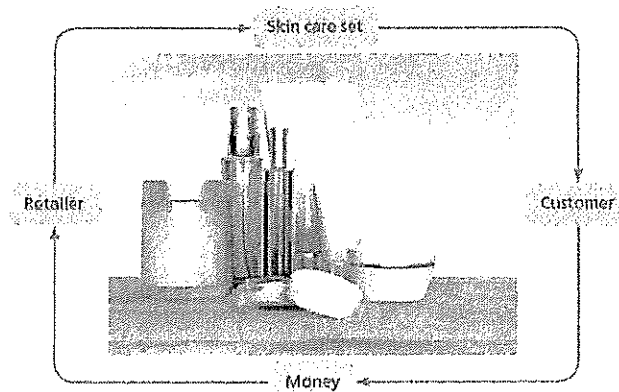
1. What is definition of Marketing by CIM, 2007 (*Chartered Institute of Marketing*)?
 - A Activity, set of institutions and processes for creating communication, delivering and exchanging offerings that have value for customers, clients, partners and society at large.
 - B The process by which companies create value for customers and build strong customer relationships in order to capture value from customers in return.
 - C The management process responsible for identifying, anticipating, and satisfying customer requirement profitability.
 - D None of the above.

2. Which of the following is **not** a marketing management philosophy?
 - A Societal marketing orientation
 - B Production orientation
 - C Profitability orientation
 - D Sales orientation

3. The _____ orientation assumes people will buy more if aggressive selling techniques are used.
 - A production
 - B customer
 - C market
 - D sales

4. Which ideas shows the difference between the benefit a person gains from a product and the costs incurred in obtaining the product?
 - A Satisfaction
 - B Opportunity
 - C Exchange
 - D Value

5. Which of the following statements is **not** true of marketing?
- A Marketing employs the combined use of communication, distribution and pricing strategies.
 - B Marketing involves building a long-term, mutually rewarding relationships with customers.
 - C Marketing focuses primarily on selling goods, services, and ideas to customers.
 - D Marketing focuses on practices that deliver value and benefits to customers
6. Societal orientation is a concept holds that organizations must not only determine the needs and wants of its consumers, but must also deliver the desired satisfaction with effectively and efficiently in a way that will preserve the society's well being. Which of the following elements is specifically related to the statement?
- A Concern for ethical behaviour
 - B Total quality management
 - C Defining clear objectives
 - D Earning a profit



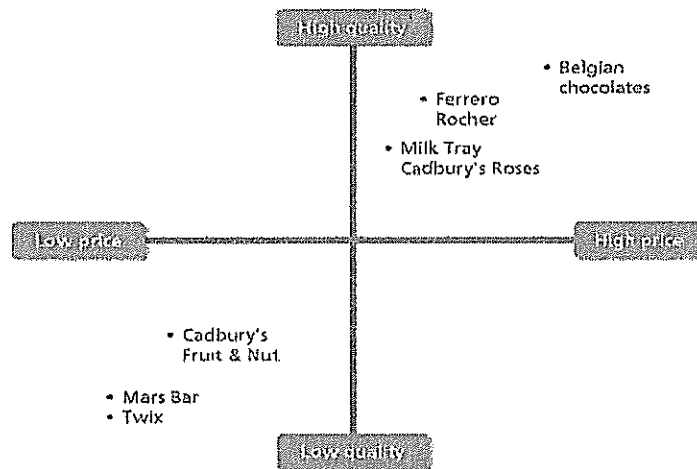
7. The picture above shows an exchange process of customer who wants to buy skincare. There are several conditions must be satisfied which are
- There is a minimum of two parties
 - Each party has something valuable to offer to the other
 - Each party must have the freedom to accept or reject the other's offer
 - Each party is not interested to deal with the other party
- A i, ii, iii
B ii, iv
C ii, iii
D i, ii
8. You are directed to study the demographic, economic, natural, technological, political and cultural factors that are larger societal forces affecting your company. What are you studying?
- A The global environment
B The macroenvironment
C The microenvironment
D The marketing mix
9. All of the groups within a company are called the
- A internal environment
B diversity
C climate.
D culture.

10. Banks, credit companies, insurance companies, and other businesses that help finance transactions or insure against the risks associated with the buying and selling of goods and services are referred to as
- A marketing service agencies.
 - B physical distribution firms.
 - C financial intermediaries.
 - D wholesalers.
11. Factors such as interest rates, inflation, and consumer income that influence the marketing environment. What elements would you select to show these examples?
- A Demographic
 - B Government
 - C Economic
 - D Political
12. Providers of the resources needed by the company to produce its goods and services. They will make sure that process used in the production, supply of raw materials, equipments and final goods are satisfactory. How would you classify this statement?
- A Competitors
 - B Company
 - C Suppliers
 - D Public
13. A group consisting of individuals with similar social and economic circumstances who are considered to have similar status in society. This is the definition of
- A role and status
 - B social class
 - C subculture
 - D culture

14. Psychologists concerned with a process by which we select, organize and interpret information to form a meaningful picture of the world in terms of specific:
- A Perception
 - B Motivation
 - C Attitudes
 - D Beliefs
15. Which of the following is **not** personal factors of consumer buying behaviour?
- A Age and life cycle stage
 - B Economic situation
 - C Occupation
 - D Reference
16. At this stage, the customer decides which product to buy or may decide not to buy the product at all. The consumer also decides on the amount, date, time and how to pay for the goods. What is the suitable stage of consumer buying decision-making process based on the statement?
- A Evaluation of alternatives
 - B Information search
 - C Need recognition
 - D Purchase choice
17. Khairul Aming is the famous influencer in Malaysia who shared a lot of cooking recipes in his social media. He has strong influence within the society due to his characteristics, knowledge and skills. Based on this example, what is the most significant reference groups in social factors of consumer buying behaviour?
- A Subjective leader
 - B Collective leader
 - C Opinion leader
 - D Public speaker

18. A _____ analysis is based on a customer changes in attitudes, lifestyles, and opinions.
- A psychographic
 - B demographic
 - C behavioural
 - D geographic
19. What is repositioning?
- A Arranging for a product to occupy a clear, distinctive, and desirable place relative to competing products in the minds of target market consumers.
 - B An attempt to change consumer perceptions of a particular brand when the existing positioning is doesn't work.
 - C The spot a product takes up in the marketplace
 - D How the marketer views the product.
20. Different people use products for different purposes. The description is for _____ segmentation base.
- A benefits sought
 - B brand loyalty
 - C application
 - D motive
21. Concentrated marketing is also known as
- A undifferentiated marketing.
 - B differentiated marketing.
 - C niche marketing.
 - D micromarketing.

22. Valentine's Day, Mother's Day, or other special days are promoted to increase sales of flowers, cards, gifts and other products. This situation referred to _____ in behavioural segmentation.
- A benefits sought
 - B sosial class
 - C user status
 - D occasion
23. Sorting customers by their physical and social characteristics is called _____ segmentation.
- A psychographic
 - B demographic
 - C behavioural
 - D statistical
24. It may be risky for a local company to open a fast food restaurant in Malaysia and compete with well accepted brands such as KFC, McDonald's, Texas Chicken and A&W who offer a similar menu. Which is the best element of evaluating market segments based on the situation given?
- A Current segment size and growth potential
 - B Company objectives and resources
 - C Segment attractiveness
 - D None of the above
25. Luxury designer brands like Chanel, Gucci and Celine are placed in exclusive malls to target the rich groups. Which element could apply to this statement?
- A Ethnicity
 - B Religion
 - C Income
 - D Gender



26. The diagram shows that consumer perceptions of their brand versus competing products on important buying dimensions. What is the name of the map that is related to the statement?
- Perceptual map
 - Marketing map
 - Position map
 - Mind map
27. A product's marketing mix consists of
- Promotion, psychographics, price and place
 - Positioning, product, price, and promotion
 - Product, profile, price, and promotion
 - Product, price, promotion and place
28. These are the functions of labelling for consumers **except**
- Provides product information
 - Facilitate buying decision
 - Manage inventory
 - Capture attention

29. What is the meaning of personal selling?
- A A personal presentation by the firm's sales force for the purpose of making sales and building customer relationships.
 - B A paid non-personal presentation paid by companies/sponsors, meant to promote ideas, goods or services.
 - C An effort to build good relationship etween the company and various public.
 - D None of the above.
30. How would you describe the product life cycle?
- A Describes the stages a new product idea goes through from beginning to end.
 - B Has five major stages.
 - C Applies more to individual brands than to categories or types od products.
 - D All of the above.
31. Which of the following would be classified as a convenience product?
- A A pair of jeans
 - B Life insurance
 - C A rolex watch
 - D A hairbrush
32. Each party in a distribution channel is called
- A Intermediary
 - B Consumer
 - C Producer
 - D Retailer
33. There are three levels of packaging which are primary, secondary and transit. What is the best example would you select to show the secondary packaging level?
- A The box that hodling the perfume while inserting messages within the package
 - B Secure the box with multiple of wrapping box or bubble wrap
 - C The bottle used to put the perfume in it
 - D None of the above

34. Google introduced Google Glass, a head-mounted hands-free device for checking emails, uploading photos to social media, and taking videos from the viewpoint of the wearer's eyes, among others. This situation explained new and innovative products that create an entirely new market. Thus, what is the best types of new products shown based on the situation?
- A Improvements and revisions of existing products
 - B Additions to existing product lines
 - C New-to-the-world products
 - D New product lines
35. You have a line of lipstick that is so popular that you have run out of the ingredients and have a back order. Your marketing department recommends bringing up the price. Based on marketing principles, why might they make that recommendation?
- A You will be losing customers because of the back order
 - B They want to fund a new line of make up
 - C They expect ingredients prices to go up
 - D You now have a premium product

[70 MARKS]

PART B

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

Answer ALL questions in Answering Booklet.

QUESTION 1

Draw **five (5)** consumer buying decision-making process and explain of each stages.

(10 marks)

QUESTION 2

List **five (5)** variables of behavioral segmentation.

(10 marks)

QUESTION 3

Brands are made up of various elements. List and explain all the elements.

(10 marks)

[30 MARKS]

END OF QUESTION PAPER

