



SCHOOL OF HOSPITALITY AND TOURISM
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FINAL EXAMINATION
SEMESTER JANUARY 2015

COURSE	:	PRINCIPLE OF MARKETING
COURSE CODE	:	HMT 6103
EXAMINATION	:	12 MAY 2015
TIME	:	2.00 PM – 5.00 PM (3 HOURS)

INSTRUCTION TO CANDIDATES

1. This examination paper consist of **FOUR (4) PARTS**:
PART A (20 Marks)
PART B (30 Marks)
PART C (30 Marks)
PART D (20 Marks)
2. Answer ALL questions.
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. OMR form
 - iii. Answering Booklet

THIS QUESTION PAPER CONSISTS OF 12 PRINTED PAGES INCLUDING
FRONT PAGE

PART A (Total :20 Marks)**MULTIPLE CHOICE QUESTIONS****INSTRUCTION : Answer ALL questions given.****Please use the OMR form provided.**

1. When a company create value for customers and build a strong customer relationships, this is definition for _____
 - a. Marketing
 - b. Market
 - c. Sales and marketing
 - d. Market and marketing

2. The form human needs take as shaped by culture and individual personality. This is refers to _____
 - a. Needs
 - b. Wants
 - c. Need and want
 - d. Want and demand

3. What is demand?
 - a. Basic needs of human being.
 - b. Form of human needs.
 - c. Human wants that are backed by buying power.
 - d. Demand is need recognition

4. There are five alternative concepts under which organizations design and carry out their marketing strategies:
 - a. Product concept, production concept, selling concept, marketing concept and societal marketing concept.
 - b. Product specs, production specs, selling specs, marketing specs and societal marketing specs.
 - c. Product selling, production selling, sales selling, marketing selling and societal marketing selling.
 - d. Product market, production market, selling market, marketing market and societal marketing market.

5. The actors close to the company that affects its ability to serve its customer. This is referring to _____
 - a. Microenvironment
 - b. Macroenvironment
 - c. Aeroenvironment
 - d. Astroenvironment

6. The larger societal forces that affect the microenvironment. This is referring to _____
 - a. Microenvironment
 - b. Macroenvironment
 - c. Minienvironment
 - d. Megaenvironment

7. Below are the actors in microenvironment **EXCEPT**:
 - a. The company
 - b. Suppliers
 - c. Demographic
 - d. Publics

8. Below are the major forces in the macroenvironment **EXCEPT**:
- Demographic
 - Economic
 - Public
 - Politic
9. The buying behavior of final consumers-individuals and households that buy goods and services for personal consumption. This is the definition for _____
- Consumer market
 - Consumer buyer behavior
 - Consumer buyer
 - Consumer seller behavior
10. Consumer purchases are influenced strongly by:
- Cultural
 - Social
 - Personal
 - Psychological
- i and ii
 - ii and iii
 - ii, iii and iv
 - all the above
11. The buyer decision process consist of five stages with every purchase which is:
- Need recognition, information search, evaluation of alternatives, purchase decision and post-purchase behavior
 - Need recognition, understand need, evaluate wants and define the demand.
 - Post-purchased includes before buying, during buying and after buying.
 - Buy first, evaluate later.

12. Market segmentation is
- Divide the total market into smaller segments.
 - Select the segment or segments to enter
 - Differentiate the market offering to create superior customer value
 - Positioning the market offering in the minds of target customers
13. Anything that can be offered to a market for attention, acquisition, use or consumption that might satisfy a want or need. This is refer to _____
- Product
 - Service
 - Product and service
 - Product or service
14. Marketers usually classify these products and services further based on how consumers go about them. Consumer products include:
- Convenience product, hardcore product, home-made product
 - Shopping product, promoting product, selling product, customer product
 - Shopping product, convenience product, specialty product and unsought product.
 - Market product, unsought product, supermarket product, industrial product.
15. Frequent purchase, little planning, low price and widespread distribution. This is referring to _____
- Shopping product
 - Specialty product
 - Convenience product
 - Unsought product.

16. The statement, "Marketing should be introduced at the beginning rather than at the end of the production cycle and integrated into each phase of the business," is consistent with a orientation.
- Production
 - Market
 - Retail
 - Sales
17. The pricing objective which is trying to make money as much as possible is
- Sales – oriented objectives
 - Status quo pricing objectives
 - Demand – oriented objectives
 - Profit – oriented objectives
18. When a firm charges a low price for a product as a way to reach a mass market, it is practicing a policy.
- Price skimming
 - Status quo
 - Penetration pricing
 - Price fixing
19. Which of the following best describes the environment that contains the larger social forces that affect the company level of environment- demographic, economic, natural, technological, political and cultural forces?
- Microenvironment
 - Macroenvironment
 - Global environment
 - Networked environment

20. An item that consumers will search extremely for and refuse to accept substitute is

a/an

- a. Convenience product
- b. Specialty product
- c. Unsought product
- d. Shopping product

PART B (Total : 30 Marks)**TRUE (T) AND (F) QUESTION****INSTRUCTION : Answer ALL questions given.****Please use the OMR form provided.**

1. Marketing is the process by which companies create value for customers and build strong customer relationships.
2. Market is the set of all actual and potential buyers of a product or services.
3. Microenvironment can be defined as larger societal forces that affect the environment.
4. Macroenvironment is actor close to the company that affect its ability to serve its customer.
5. Suppliers form an important link in the company's overall customer value delivery system.
6. Marketing intermediaries help the company to promote, sell and distribute its product to final buyers.
7. Demographic environment is study about factors that affect consumer buying power and spending patterns.
8. Economic environment is study about the human populations in term of size, density and etc.
9. Consumer buyer behavior refers to the buying behavioral of final consumers – individuals and households that buy goods and services for personal consumers.
10. Consumer market refers to all individual and households that buy or acquire goods and services for personal consumption.
11. Subculture refers to set of basic values, perceptions, wants and behaviors.
12. Culture refers to a group of people with shared value systems based on common life experiences and situations.
13. Segmentation involves dividing a market into smaller segments of buyers with distinct needs, charectaristics, or behaviors that might require separate marketing strategies or mixes.

14. Market targeting consist of evaluating each segment's attractiveness and selecting one or more market segments to enter.
15. Differentiation consists of arranging for a market offering to occupy a clear, distinctive and desirable place relative to competing products in the minds of target consumers.
16. Positioning involves actually differentiating the firm's market offering to create superior customer value.
17. Product can be defined as anything that can be offered to a market for attention, acquisition use or consumption that might satisfy a want or need.
18. Services are a form of product that consists of activities, benefits, or satisfactions offered for sale are essentially intangible and do not result in the ownership of anything.
19. Convenience product are less frequently purchased consumer products and services that customers compare carefully on suitability, quality, price and style.
20. Shopping products are consumer products and services that customers usually buy frequently immediately and with a minimum of comparison and buying effort.
21. Specialty products are consumer products and services with unique characteristics or brand identification for which a significant group of buyers is willing to make a special purchase effort.
22. Unsought products are consumer products that the consumer either does not know about or knows about but does not normally think of buying.
23. New-product development is involving product life-cycle stage in which the new product is first distributed and made available for purchase.
24. Introduction stage is about the development of original products, product improvements, product modifications and new brands through the firm's own product – development efforts.
25. Price is the amount of money charged for a product or service.
26. Customer value – based pricing uses buyers' perceptions of value, not the seller's cost, as the key to pricing.

27. Good – value pricing attaching value – added features and services to differentiate a company's offers and charging higher prices.
28. Value – added pricing is offering just the right combination of quality and good service at a fair price.
29. Discount is a straight reduction in price on purchases during a stated period of time or of larger quantities.
30. Reference prices are prices that buyers carry in their minds and refer to when they look at a given product.

PART C (Total : 30 Marks)**INSTRUCTION : Answer ALL Questions Given****Please use the answer booklet provided.****QUESTION 1**

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

QUESTION 2

State down **FIVE (5)** actors in **MICROENVIRONMENT**. (5 marks)

QUESTION 3

Identify factors influencing consumer behavior (5 marks)

QUESTION 4

- a. Define product (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 **MAJOR FORCES** in **MACROENVIRONMENT**. (5 marks)

PART D (Total : 20 Marks)

INSTRUCTION : Answer ALL Questions Given

Please use the answer booklet provided.

QUESTION 1

Explain in detail the **Buyer Decision Process**

(10 marks)

QUESTION 2

Explain in detail **Types of Consumer Product**

(10 marks)

END OF QUESTION PAPER

