



**KOLEJ YAYASAN PELAJARAN JOHOR
FINAL EXAMINATION**

COURSE NAME : PRINCIPLE OF MARKETING
COURSE CODE : HMT 6103
EXAMINATION : NOVEMBER 2016
DURATION : 3 HOURS

INSTRUCTION TO CANDIDATES

1. This examination paper consists of **FOUR (4)** :
 - PART A (30 Marks)
 - PART B (20 Marks)
 - PART C (30 Marks)
 - PART D (20 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. Answer Booklet

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

*This examination paper consists of **8** printed pages including front page*

PART A (20 MARKS)**ANSWER ALL QUESTIONS GIVEN**

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. Needs can be defined as:
 - a. States of felt deprivation
 - b. States of unlimited want
 - c. States of unlimited sources
 - d. States of felt lose

3. Wants is also known as:
 - a. The form human needs take as shaped by individual personality
 - b. The form human ask for money and used to get unlimited resources
 - c. The form human of multitasking to gather unlimited needs and wants
 - d. The form of human try to get full effort in order to receive reward

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

5. Markets can be defined as _____
 - a. The set of actual and potential buyers of a product and services
 - b. The set of future need and want to be fulfilled
 - c. The set of future marketing
 - d. The set of actual need, want and demand in order to achieve better lives

6. The company must first decide who it will serve. This term is referred to _____
 - a. Choosing a value proposition
 - b. Production concept
 - c. Selecting customers to serve
 - d. Product concept

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

- b. Company
 - c. Marketing intermediaries
 - d. 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 (20 MARKS)

ANSWER ALL THE **TRUE (T)** AND **FALSE (F)** QUESTIONS BELOW

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
16. Consumer buyer behavior is individuals and households that buy or acquire goods and services for personal consumption
17. Culture is the set of basic values, perceptions, wants and behaviors learned by a member of society from family and other important institutions
18. Segmentation is divide the total market into smaller segments
19. Targeting is select the segment or segments to enter
20. Differentiation is actually differentiating the market offering to create superior customer value

PART C (30 MARKS)**ANSWER ALL QUESTIONS GIVEN****QUESTION 1 (5 MARKS)**

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

QUESTION 2 (5 MARKS)

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

QUESTION 3 (5 MARKS)

- a. Identify factors influencing consumer behavior (5 marks)

QUESTION 4 (5 MARKS)

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

QUESTION 5 (5 MARKS)

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

QUESTION 6 (5 MARKS)

Identify the individual product decisions

PART D (30 MARKS)
ANSWER ALL THE QUESTIONS GIVEN

QUESTION 1

Explain in detail the buyer decision process

(15 marks)

QUESTION 2

Explain in detail individual product decisions

(15 marks)

END OF QUESTION PAPER

