



**KOLEJ YAYASAN PELAJARAN JOHOR
FINAL EXAMINATION**

COURSE NAME : FUNDAMENTAL OF MARKETING
COURSE CODE : DSM 1023
EXAMINATION : OCTOBER 2018
DURATION : 3 HOURS

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 **21** 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 Symbol
 - C Demand
 - D Product quality

- 1 *Apakah ciri-ciri konsep pemasaran teras?*
 - A *Harga*
 - B *Simbol*
 - C *Kehendak*
 - D *Kualiti barang*

- 2 The black box buyers consist of two parts. What are the characteristics of the black box?
 - 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. Apakah ciri-ciri kotak hitam itu?*
 - 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

- ✓ Divided into smaller markets
- ✓ For instance, a market for those whom overweight.

Statement 1

Which market that has been referring by the statement 1 above?

- A Nich
- B Micro
- C Mass
- D Segments

3

- ✓ *Terbahagi kepada pasaran yang lebih kecil*
- ✓ *Sebagai contoh, pasaran untuk golongan yang mempunyai berat badan yang berlebihan.*

Pernyataan 1

Apakah pasaran yang merujuk kepada pernyataan 1 di atas?

- A Nich*
- B Mikro*
- C Massa*
- D Segmen*

4

✓ Like to take risk and the first person who try out the new ideas.

Statement 2

Based on figure 1, these characteristic is refer to?

- A Laggards
- B Apprentice
- C Late majority
- D Early majority

4

✓ Suka mengambil risiko dan orang pertama yang mencuba idea-idea baru

Pernyataan 2

Bedasarkan pernyataan 2 siapakah individu yang mempunyai ciri-ciri di Pernyataan 2?

- A Golongan tercicir*
- B Perintis*
- C Majoriti akhir*
- D Majoriti awal*

- 5 Which of the following is **true** about type of branding that have in marketing?
- A Franchise branding
 - B National branding
 - C Family branding
 - D Famous branding
- 5 *Antara berikut yang manakah **benar** mengenai jenis-jenis jenama yang terdapat di dalam pemasaran?*
- A *Jenama francais*
 - B *Jenama national*
 - C *Jenama keluarga*
 - D *Jenama popular*
- 6 What are the marketing mixes consists of?
- A The product.
 - B Product and price.
 - C Product, price and distribution channels.
 - D Product, price, promotion and distribution channels.
- 6 *Apakah yang terdiri di dalam campuran pemasaran?*
- 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 _____.
- staple product.
 - friendly product.
 - impulse product.
 - 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 _____.*
- produk asasi.*
 - produk gerakhati.*
 - produk mesra.*
 - produk kecemasan.*
- A *ii dan iii sahaja*
B *i, ii dan iv sahaja*
C *iii dan iv sahaja*
D *i, ii, iii dan iv*
- 8 What are the product life cycles consists of?
- A Introduction - growth – maturity-decline
B Development - growth - maturity - decline
C Development - introduction - maturity - decline
D Development - introduction - growth - maturity - decline
- 8 *Apakah yang terkandung di dalam kitaran hayat produk?*
- A *Pengenalan – pertumbuhan – kematangan-- penurunan*
B *Pembangunan – pertumbuhan – kematangan – penurunan*
C *Pembangunan – pengenalan – kematangan – penurunan*
D *Pembangunan – pengenalan – pertumbuhan – kematangan – penurunan*

- 9 What are the concepts of marketing?
- 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 *Apakah konsep pemasaran?*
- 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 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 What strategy has been used by a firm that change the price of their product identifiably to the price that has been offered by the competitor?
- A Status quo.
 - B Differentiation.
 - C Skimming pricing.
 - D Penetration pricing.
- 11 Strategi apakah yang digunakan oleh sesebuah syarikat yang menurunkan harga produk mereka menyerupai harga yang ditawarkan oleh pesaing?
- A Status quo .
 - B Perbezaan harga.
 - C Harga tarahan.
 - D Harga penebusan.

12

A specific group of consumers at which a company aims its product and services.

Statement 3

What is definition that statement above refer to?.

- A Mass market.
- B Target market .
- C Buying center.
- D Customer cluster .

12

Satu kumpulan yang mana pengurus merasakan kumpulan tersebut berpotensi untuk membeli produk keluaran syarikat.

Pernyataan 3

Apakah definisi yang merujuk kepada pernyataan 3 di atas?

- A Pasaran meluas.
- B Pasaran sasaran.
- C Pusat pembelian.
- D Kumpulan pelanggan.

13



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.

13



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.*

16

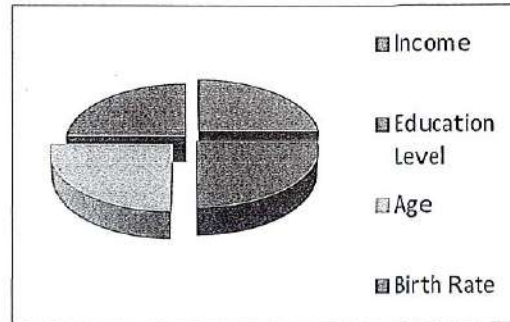
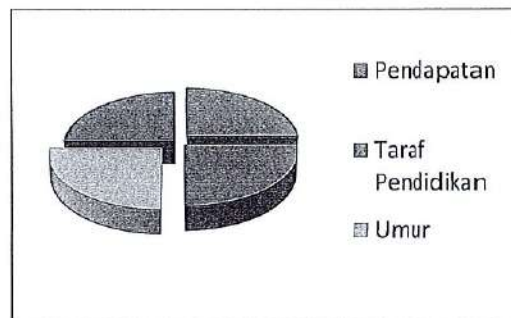


Diagram 2

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

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

16



Rajah 2

Apakah faktor yang membawa perubahan di pasaran bedasarkan 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. Purchase evaluation
- ii. Decision making
- iii. Evaluate alternative
- iv. Identify need and problem

A i, ii, iii, and iv

B iv,ii,iii and i

C iv, iii, ii and i

D ii, iii, iv and i

18 *Susun semula proses pembelian pengguna.*

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

A *i, ii, iv dan iii*

B *iv, ii,iii dan i*

C *iv, iii, ii dan i*

D *ii, iii, iv dan i*

19 Among the following, which are the advertising media?

- i. Pos
- 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. Pos*
- ii. Magazine*
- iii. Television*
- iv. Surat Khabar*

- 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]

END OF THE QUESTION PAPER
KERTAS SOALAN TAMAT