

## FINAL EXAMINATION

Semester	:	<b>SEPTEMBER 2025 SEMESTER</b>
Programme Name	:	<b>CERTIFICATE IN BUSINESS STUDIES</b>
Course Code & Name	:	<b>CBS1073 INTRODUCTION TO MARKETING</b>
Duration	:	<b>3 HOURS</b>

### INSTRUCTIONS TO CANDIDATES:

1. Please read the instructions given in the question paper **CAREFULLY**.
2. The question paper consists of **FOUR (4)** questions.
3. Answer **ALL** questions in the question paper.
4. Answers to the questions are to be written into the examination booklet.
5. Electronic dictionaries, lecture notes, files or any unauthorised materials except writing equipment are strictly prohibited.

This question paper must be submitted along with all used and/or unused rough papers and/ or graph papers (if any). Candidates are **NOT ALLOWED** to take any examination paper(s) used or unused out of the examination hall.

### WARNING:

The Examination Board of Peninsula College Georgetown regards cheating as a very serious offence and will not hesitate to mete out the appropriate punitive actions according to the severity of the offence committed, and in accordance with the clauses stipulated in the Students' Handbook, up to and including expulsion from Peninsula College Georgetown.

*(This booklet contains 3 printed pages including this page)*

**DO NOT OPEN THIS BOOKLET UNTIL YOU ARE ALLOWED TO DO SO**

Answer **ALL** questions on the separate sheet provided.

**[100 marks]**

- 1 a) Define marketing and state **ONE (1)** goal of marketing. (3 marks)
  
- b) Define customer needs, wants, and demand. Give one example for each. (6 marks)
  
- c) Compare the Selling Concept and the Marketing Concept, showing their main differences. (4 marks)
  
- d) Describe **SIX (6)** elements of the microenvironment in a company. (12 marks)  
Total: [25 marks]
  
2. a) Define integrated Marketing Communication (IMC). (2 marks)
  
- b) List the **FIVE (5)** elements of the promotional mix used in IMC. (5 marks)
  
- c) Describe **THREE (3)** types of advertising objectives. (9 marks)
  
- d) Explain **THREE (3)** characteristics of digital and social media marketing. (9 marks)  
Total: [25 marks]
  
3. a) Identify **FOUR (4)** internal factors that affect a company's pricing decision. (4 marks)
  
- b) Explain **TWO (2)** external considerations that can affect a company's pricing decision. (4 marks)
  
- c) List **THREE (3)** types of pricing strategies used by businesses. (3 marks)
  
- d) Define each of the following terms:
  - i) Psychological Pricing (2 marks)
  - ii) Promotional Pricing (2 marks)

- iii) Dynamic Pricing (2 marks)
  - iv) International Pricing (2 marks)
  
  - e) Describe **TWO (2)** types of new product pricing strategies. (6 marks)
- Total: [25 marks]

4. a) Define each of the following terms:

- i) Sustainable marketing (2 marks)
  - ii) Consumerism (2 marks)
  - iii) Environmentalism (2 marks)
  
  - b) Demonstrate the differences between traditional marketing and sustainable marketing. (10 marks)
  
  - c) State **FIVE (5)** traditional buyer's rights under consumerism. (5 marks)
  
  - d) Describe the consumer-oriented marketing principle and societal marketing principle. (4 marks)
- Total: [25 marks]

**– END OF QUESTIONS –**