

FINAL SEMESTER EXAMINATION

Programme	:	DIPLMA IN BUSINESS STUDIES DIPLMA IN LOGISTICS MANAGEMENT DIPLMA IN E-BUSINESS TECHNOLOGY
Course	:	INTRODUCTION TO MARKETING PRINCIPLES OF MARKETING
Course Code	:	DBMK3013 DEB1233
Duration	:	3 HOURS

INSTRUCTIONS TO CANDIDATES:

1. Please read the instructions given in the question paper **CAREFULLY**.
2. This 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 the 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)

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For examiner's use only

QUESTION NO.	MARKS
1	/ 25
2	/ 25
3	/ 25
4	/ 25
Total	/ 100

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

[100 marks]

1. a) Explain **THREE (3)** ways on how the groups and social networks can influence on consumers in the consumer market.

(9 marks)

- b) State the **FIVE (5)** components in the Maslow's Hierarchy of Needs. (10 marks)

- c) Briefly explain the importance of a brand to an organisation. (6 marks)

Total: [25 marks]

2. a) As the marketing manager of a personal computer manufacturer, you know that the PC industry is competitive, life cycles are short, and the marketing mix strategies have to be accurate.

Draw a product life cycle diagram and explain the characteristics for each stage. You are also required to indicate at which stage the firm will need to re-invent or update the product.

(15 marks)

- b) List **FIVE (5)** types of price adjustment strategies that a company can adopt in the competitive changing environment.

(10 marks)

Total: [25 marks]

3. a) Explain on what market skimming pricing is and under what conditions would you want to use it.

(10 marks)

- b) State **THREE (3)** types of wholesalers. (6 marks)

- c) IKEA's sustainability strategy is "People & Planet Positive", and its long-term goal is to become 100 percent sustainable.

Discuss the extent to which you understand from the above statement in terms of green retailing.

(9 marks)

Total: [25 marks]

4. a) Amy's father was a successful antique dealer in Penang. Just as Amy was entering into her final year at college, her father passed away. Amy then took over the business on part time basis. John, Amy's husband also has a strong interest in antiques as well, and his career path led him to become a curator at the National Museum. They are considering open a stand-alone shop and thinking how they might promote their dream of a new business.

Suggest **THREE (3)** integrated marketing communications mix that Amy can use to promote their business effectively.

(15 marks)

- b) List and briefly explain any **TWO (2)** sustainable marketing principles. (10 marks)
Total: [25 marks]

- END OF QUESTIONS -