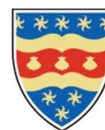




PENINSULA
C O L L E G E
GEORGETOWN



UNIVERSITY OF
PLYMOUTH

FINAL EXAMINATION

Programme Name	:	BA (HONOURS) BUSINESS 3+0 IN COLLABORATION WITH UNIVERSITY OF PLYMOUTH
Course Code & Name	:	MAL1025 ESSENTIAL OF MARKETING
Duration	:	3 HOURS

INSTRUCTIONS TO CANDIDATES:

1. Please read the instructions given in the question paper **CAREFULLY**.
2. The question paper consists of **FIVE (5)** 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 2 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. Using the model of the consumer buying behaviour process, describe the stages you would go through when purchasing a mobile phone for your own use. Identify external factors that could influence this decision-making process.

(20 marks)

Total: [20 marks]

2. a) Explain the differences between undifferentiated, differentiated and concentrated marketing strategies with suitable examples.

(12 marks)

- b) List and explain the **FOUR (4)** major bases for segmenting a consumer market.

(8 marks)

Total: [20 marks]

3. a) Marketers identify four levels of a product's anatomy. Define these four levels and discuss how a digital camera company might use these different levels to compete with their competitors.

(12 marks)

- b) New product development is crucial for an organization to maintain its competitive advantage. State the **EIGHT (8)** stages of the new product development process.

(8 marks)

Total: [20 marks]

4. a) List **FIVE (5)** methods that can be used to collect primary data.

(5 marks)

- b) Discuss the advantages and disadvantages of the **THREE (3)** basic pricing methods identified by Jobber and Fahy (2015). Identify other factors that will influence the price-setting decision.

(15 marks)

Total: [20 marks]

5. a) Define what is distribution channel and briefly describe the characteristics of intensive channel distribution.

(10 marks)

- b) Personal selling is one of the promotional tools used in the insurance industry. Discuss the advantages of personal selling.

(10 marks)

Total: [20 marks]

- END OF QUESTIONS -