

FINAL EXAMINATION

Semester	:	JANUARY 2026 SEMESTER
Programme Name	:	DIPLOMA IN BUSINESS STUDIES DIPLOMA IN E-BUSINESS TECHNOLOGY DIPLOMA IN LOGISTICS MANAGEMENT MICRO-AWARD IN DIPLOMA IN E-BUSINESS TECHNOLOGY MICRO-AWARD IN DIPLOMA IN LOGISTICS MANAGEMENT
Course Code & Name	:	DBMK3013 INTRODUCTION TO MARKETING DEB1233 PRINCIPLES OF MARKETING DBMK3013 MICRO-CREDENTIAL IN INTRODUCTION TO MARKETING DEB1233 MICRO-CREDENTIAL IN PRINCIPLES 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 **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) Using a smartphone as an example, explain the **THREE (3)** levels of product: core product, actual product, and augmented product. (12 marks)
- b) A company plans to introduce a new bottled coffee drink into the market. State **FIVE (5)** individual product decisions that can help make the product more attractive to customers. (5 marks)
- c) Briefly explain the **FOUR (4)** types of services characteristics when a company designs a marketing programme. (8 marks)
Total: [25 marks]
2. a) Identify which pricing strategy—value-based pricing, cost-based pricing, or competition-based pricing—would be most appropriate in the following case. Justify your answer.
 - i) A company launches a smartwatch that tracks advanced health metrics like blood oxygen, sleep stages, and ECG readings. Customers are willing to pay a premium because it offers unique features and improves their well-being. (3 marks)
 - ii) A bakery produces chocolate chip cookies. The total cost to make one dozen cookies is RM5, and the bakery adds a 50% markup to cover expenses and make a profit. (3 marks)
 - iii) A new café is opening in a neighborhood where other cafés sell cappuccinos at RM4. The café decides to price its cappuccinos at the same level to remain competitive. (3 marks)
 - iv) A small clothing manufacturer makes plain T-shirts at a cost of RM10 each. To ensure profitability, they add a 40% markup, pricing each T-shirt at RM14. (3 marks)
- b) A company has launched a new high-tech smartphone with unique features not available in the market and has initially priced it higher than competitors, using a market skimming strategy. Explain the concept of market skimming pricing and why it is best be used in this case. (6 marks)
- c) Define geographical pricing and segmented pricing. (4 marks)
- d) State **THREE (3)** types of discounts commonly used to adjust pricing strategies. (3 marks)
Total: [25 marks]

3. a) Explain **TWO (2)** differences between upstream and downstream activities in a supply chain. (4 marks)
- b) Explain **THREE (3)** types of wholesalers. (6 marks)
- c) Identify **FIVE (5) factors** that influence the decision on which transportation mode to use. (5 marks)
- d) Describe **FIVE (5)** elements of the promotional mix used in Integrated Marketing Communication (IMC). (10 marks)
- Total: [25 marks]
4. a) Define Public Relations (PR) and state **FOUR (4)** functions of Public Relations (PR). (6 marks)
- b) Explain **TWO (2)** advantages of advertising. (4 marks)
- c) Define sustainable marketing and identify **FOUR (4)** ways it benefits businesses today. (6 marks)
- d) Outline **THREE (3)** social criticisms of marketing related to its impact on individuals. (3 marks)
- e) Explain **THREE (3)** sustainable marketing principles that guide socially responsible marketing. (6 Marks)
- Total: [25 marks]

- END OF QUESTIONS -