



## FINAL EXAMINATION

Semester	:	<b>MAY 2024 SEMESTER</b>
Programme Name	:	<b>DIPLOMA IN BUSINESS STUDIES DIPLOMA IN LOGISTICS MANAGEMENT DIPLOMA IN TRAVEL AND TOURISM MANAGEMENT</b>
Course Code & Name	:	<b>DBMK3013   TTM1223 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) Explain the difference between undifferentiated (mass) marketing and concentrated (niche) marketing. Provide an example of a company that uses each strategy.

(10 marks)

- b) Define post-purchase behavior in the consumer buying decision process. Briefly discuss how post-purchase behavior can affect future buying decisions and brand loyalty.

(10 marks)

- c) Business markets have several characteristics that differ from the consumer markets. List **FIVE (5)** of these characteristics.

(5 marks)

Total: [25 marks]

2. a) Discuss how individual product decisions (considering aspects such as product attributes, branding, packaging, labelling, and product support services) can influence the market success of a product. Provide a real-world example to support your answer.

(20 marks)

- b) Using the Apple iPad as an example, identify **FIVE (5)** key components that make up the actual product.

(5 marks)

Total: [25 marks]

3. a) Define customer value-based pricing. Briefly explain the difference between good-value pricing and value-added pricing.

(6 marks)

- b) Discuss **FOUR (4)** benefits of using a price penetration strategy when launching a new product.

(8 marks)

- c) Briefly describe **THREE (3)** major types of wholesalers.

(6 marks)

- d) State **FIVE (5)** factors influencing the decision on transportation mode in physical distribution.

(5 marks)

Total: [25 marks]

4. a) Discuss **FIVE (5)** major decisions that companies need to consider in developing an advertising campaign. (15 marks)
- b) State **FOUR (4)** traditional buyer's rights under consumerism. (4 marks)
- c) Briefly explain the consumer-oriented marketing principle and societal marketing principle. (6 marks)
- Total: [25 marks]

**– END OF QUESTIONS –**