



PENINSULA
COLLEGE
GEORGETOWN DK266-03(P)

FINAL EXAMINATION

Semester	:	JANUARY 2025 SEMESTER
Programme Name	:	DIPLOMA IN BUSINESS STUDIES DIPLOMA IN LOGISTICS MANAGEMENT
Course Code & Name	:	DBMK3013 INTRODUCTION TO 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 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. a) Describe the **FIVE (5)** behavioral segmentation variables in the consumer markets. Provide **ONE (1)** example for each variable. (15 marks)
- b) Briefly explain any **FIVE (5)** forces in the business macroenvironment. (10 marks)
Total: [25 marks]

2. a) Define convenience products, specialty products and unsought products. (6 marks)
- b) Explain to your classmate the **FIVE (5)** stages of product life-cycle. (10 marks)
- c) Define service. Briefly explain the nature and characteristics of services. (9 marks)
Total: [25 marks]

3. a) Describe the **FIVE (5)** major promotion tools a company could use. (15 marks)
- b) Describe any **FIVE (5)** sales promotional tools that can be used in consumer promotions. (10 marks)
Total: [25 marks]

4. a) Define sustainable marketing concept. (3 marks)
- b) Consumer advocates, government agencies and other critics have accused marketing of harming consumers. Discuss any **FIVE (5)** harmful marketing's impact on individual consumers. (10 marks)
- c) Describe the **FOUR (4)** societal classification of products. Provide **ONE (1)** example for each classification of products. (12 marks)
Total: [25 marks]

- END OF QUESTIONS -