



## FINAL EXAMINATION

Semester	:	<b>JANUARY 2024 SEMESTER</b>
Programme Name	:	<b>DIPLOMA IN LOGISTICS MANAGEMENT DIPLOMA IN BUSINESS STUDIES 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) State the **FOUR (4)** factors that potentially influence consumer buying behaviour. (4 marks)
  
- b) If you would like to purchase a laptop, briefly discuss the **FIVE (5)** stages of the consumer buying decision process. (15 marks)
  
- c) State the **SIX (6)** characteristics of the business market. (6 marks)  
Total: [25 marks]
  
2. a) Briefly discuss the **FIVE (5)** individual product decisions that marketers should consider in selling a tablet to the consumer. (10 marks)
  
- b) Assign the following products to the **FIVE (5)** stages of the product life cycle and explain your justification.
  - iPhone
  - Zoom meeting
  - Film Camera
  - Tesla
  - Virtual reality headset(15 marks)  
Total: [25 marks]
  
3. a) Briefly explain the **THREE (3)** types of major price-setting strategies. (6 marks)
  
- b) Explain what market penetration pricing is and when is the best time to use the market penetration strategy. (10 marks)
  
- c) List the **FIVE (5)** types of discounts and allowance pricing that a company can adopt in price adjustment strategies. (5 marks)
  
- d) State the **FOUR (4)** types of retailers. (4 marks)  
Total: [25 marks]

4. a) Explain the **FIVE (5)** types of promotion mix that a company uses to engage with consumers and build customer relationships. (15 marks)
- b) Briefly explain the **FIVE (5)** sustainable marketing principles. (10 marks)
- Total: [25 marks]

**- END OF QUESTIONS -**