

FINAL SEMESTER EXAMINATION

Programme	:	FOUNDATION IN ARTS
Course	:	INTRODUCTION TO MARKETING
Course Code	:	FA1224
Duration	:	3 HOURS

INSTRUCTIONS TO CANDIDATES:

1. Please read the instructions given in the question paper **CAREFULLY**.
2. This 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 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

For examiner's use only

QUESTION NO.	MARKS
1	/ 25
2	/ 25
3	/ 25
4	/ 25
Total	/ 100

Answer **ALL** questions on the separate sheet provided.

[100 marks]

1. a) Describe the **FOUR (4)** classifications of consumer products. Provide **ONE (1)** example for each classification of product. (16 marks)

b) Define service. Briefly explain the nature and characteristics of services. (9 marks)
Total: [25 marks]
2. a) Suggest **FIVE (5)** product mix pricing strategies that a marketer may use in setting prices for the company's products. (10 marks)

b) Define channel conflict. Briefly describe **TWO (2)** types of channel conflict that organizations might face. (6 marks)

c) Describe **THREE (3)** types of marketing intermediaries that a company may choose. (9 marks)
Total: [25 marks]
3. a) Describe the **FIVE (5)** major promotion tools a company could use. (15 marks)

b) When producers decide to create advertisements for their products, they can opt for several execution styles. Suggest any **FIVE (5)** execution styles for their advertisements. (10 marks)
Total: [25 marks]
4. a) Explain the steps in the personal selling process. (14 marks)

b) List out **SIX (6)** sales promotional tools for consumer promotions. (6 marks)

c) Recall the **FIVE (5)** stages in the buyer decision process. (5 marks)
Total: [25 marks]

- END OF QUESTIONS -