



## FINAL EXAMINATION

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 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**

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

**[100 marks]**

1. a) Define market segmentation. Describe the **FOUR (4)** segmentation variables for consumer markets. (12 marks)
- b) Briefly explain the **FOUR (4)** market targeting strategies. (8 marks)
- c) List any **FIVE (5)** actors in a company's microenvironment. (5 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) Your friend wants to know the functions of public relations. Explain to your friend any **FIVE (5)** public relations functions. (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 -**