PENINSULA COLLEGE GEORGETOWN DK266-03(P)

UNIVERSITY OF PLYMOUTH

FINAL EXAMINATION

Semester	:	**JANUARY 2024 SEMESTER**
Programme Name	:	**BSc (HONS) MARITIME BUSINESS & LOGISTICS 3+0 IN COLLABORATION WITH UNIVERSITY OF PLYMOUTH**
Course Code & Name	:	**MAL2004 MARKETING FUNDAMENTALS**
Duration	:	**3 HOURS**

INSTRUCTIONS TO CANDIDATES:

1. Please read the instructions given in the question paper **CAREFULLY.**
2. The question paper consists of **SIX (6)** questions.
3. Answer **ANY FOUR (4)** 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 **ANY FOUR (4)** questions on the separate sheet provided. **[100 marks]**

1. Examine all the stages of the product life cycle. Evaluate the advantages of the conventional product life cycle when developing marketing strategies for a product.
(100 marks)
Total: [100 marks]

2. a) Briefly identify the importance of 'price' in marketing. Discuss **THREE (3)** basic pricing methods identified by Jobber and Fahy (2005). (50 marks)

   b) Identify and describe any **FIVE (5)** specific pricing strategies . Provide an example for each of the pricing strategy. (50 marks)
Total: [100 marks]

3. There are many criteria in selecting intermediaries.

   a) Identify and describe any **SEVEN (7)** criteria involve in selecting intermediaries.
(70 marks)

   b) Based on the above (a), select the top **TWO (2)** criteria that you consider to be the most important and provide justification to your answers. (30 marks)
Total: [100 marks]

4. Identify each of the elements of the marketing promotional mix. Recommend any **TWO (2)** elements would be most appropriate for promoting an electrical appliance of your choice. (100 marks)
Total: [100 marks]

5. Using example, discuss the **FOUR (4)** unique characteristics of services.
(100 marks)
Total: [100 marks]

6. Discuss any **FIVE (5)** functions of a channel of distribution. Explain the use of various types of intermediaries in B2B and B2C marketing and the role they play. Use example to illustrate your answer. (100 marks)
Total: [100 marks]

- END OF QUESTIONS -