

FINAL EXAMINATION

Semester	:	JANUARY 2026 SEMESTER
Programme Name	:	FOUNDATION IN ARTS
Course Code & Name	:	FA1224 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 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) Define marketing and state one goal of marketing (3 marks)

b) Define customer needs, wants, and demand. Give one example for each. (6 marks)

c) Differentiate **TWO (2)** main differences between the Selling Concept and the Marketing Concept (4 marks)

d) Describe **SIX (6)** elements of the microenvironment in a company. (12 marks)
Total: [25 marks]
2. a) Explain the concept of Integrated Marketing Communication (IMC). (2 marks)

b) Discuss the **FIVE (5)** elements of the promotional mix used in IMC. (15 marks)

c) Imagine you are the marketing manager for a new café brand. Describe the use of **TWO (2)** IMC tools to build brand awareness and attract young customers. (8 marks)
Total: [25 marks]
3. a) Define consumer and business buyer behaviour. (2 marks)

b) Explain **FOUR (4)** factors that influence consumer buyer behaviour. (8 marks)

c) Describe **THREE (3)** major types of buying situations in business markets. (6 marks)

d) State the **THREE (3)** levels of a product. (6 marks)

e) Illustrate and label the Product Life Cycle (PLC). (3 marks)
Total: [25 marks]

4. a) Define these terms:
- i) Sustainable marketing (2 marks)
 - ii) Consumerism (2 marks)
 - iii) Environmentalism (2 marks)
- b) Explain the differences between traditional marketing and sustainable marketing. (10 marks)
- c) State **FIVE (5)** traditional buyer's rights under consumerism. (5 marks)
- d) Describe the consumer-oriented marketing principle and societal marketing principle. (4 marks)
- Total: [25 marks]

– END OF QUESTIONS –