



PENINSULA
C O L L E G E
GEORGETOWN



UNIVERSITY OF
PLYMOUTH

FINAL EXAMINATION

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 FIVE (5)** 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 **ANY FIVE (5)** questions on the separate sheet provided. **[100 marks]**

1. Examine the new product development (NPD) process. Evaluate, why NPD is important for companies. (20 marks)
Total: [20 marks]

2. a) Using example, examine any **TWO (2)** types of customer value. (8 marks)

- b) Using example, discuss any **FOUR (4)** specific pricing strategies. (12 marks)
Total: [20 marks]

3. Discuss **FIVE (5)** elements of the promotional mix. Evaluate any **TWO (2)** of these as the most suitable for Proton to launch the new model X50 sport utility vehicle (SUV) in Malaysia's market. Provide justification to support your answers. (20 marks)
Total: [20 marks]

4. a) Briefly discuss the types of intermediaries that companies can utilise and their importance to the company. (10 marks)

- b) Discuss the **FIVE (5)** factors that influence channel strategy. (10 marks)
Total: [20 marks]

5. Telecommunication companies such as DiGi play an important role in the evolution of mobile communication and the information society. Discuss the **SEVEN (7)** service mix in telecommunication service marketing. (20 marks)
Total: [20 marks]

6. Explain how the decision making process applies to purchasing a smartphone and the external factors that would impact the purchase. (20 marks)
Total: [20 marks]

- END OF QUESTIONS -