



**UNIVERSITI KUALA LUMPUR**  
**Malaysian Institute of Marine Engineering Technology**

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**FINAL EXAMINATION**  
**JANUARY 2016 SESSION**

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**SUBJECT CODE** : LGB 30503  
**SUBJECT TITLE** : MARKETING  
**LEVEL** : BACHELOR  
**TIME / DURATION** : 09.00 AM – 12.00PM / 3 HOURS  
**DATE** : 28 MAY 2016

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**INSTRUCTIONS TO CANDIDATES**

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1. Please read the instructions given in the question paper CAREFULLY.
  2. This question paper is printed on both sides of the paper.
  3. Please write your answers on the answer booklet provided.
  4. Answer should be written in blue or black ink except for sketching, graphic and illustration.
  5. Answer **FOUR (4)** questions only
  6. Answer all questions in English.
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**THERE ARE 4 PAGES OF QUESTIONS, EXCLUDING THIS PAGE.**

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**INSTRUCTION: Answer FOUR (4) questions only.**  
**Please use the answer booklet provided.**

**Question 1**

- (a) Marketing is a process by which companies create value for customers and build strong customer relationships to capture value from customers in return. Zappos, is one of the successful company that is strongly customer focus and heavily committed to marketing.

Complete the marketing process below.

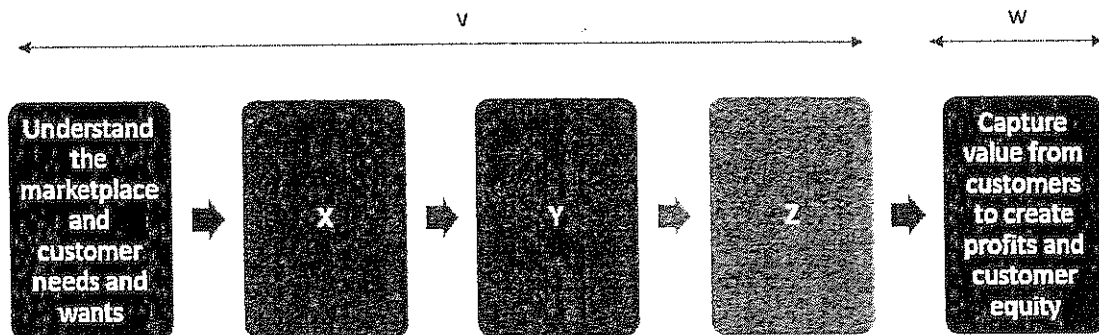


Figure 1: Model of marketing process

(10 marks)

- (b) Marketing management wants to design strategies that will built profitable relationships with target consumers. But what philosophy should guide these marketing strategies? There are five alternative concepts under which organizations design and carry out their marketing strategies.

Illustrate THREE (3) marketing management concepts. Give example for each concept.

(15 marks)

**Question 2**

- (a) Many levels affect consumer buying behavior. For example; Fariz Azwan wants to buy a pair of Levi's Jeans. What cut that he will choose? What color that he prefer? Buying behavior is never simple, yet understanding it is an essential task of marketing management. Illustrate the **FOUR (4) characteristics** affecting consumer behavior under **Psychological influence**. Give example for each characteristic.

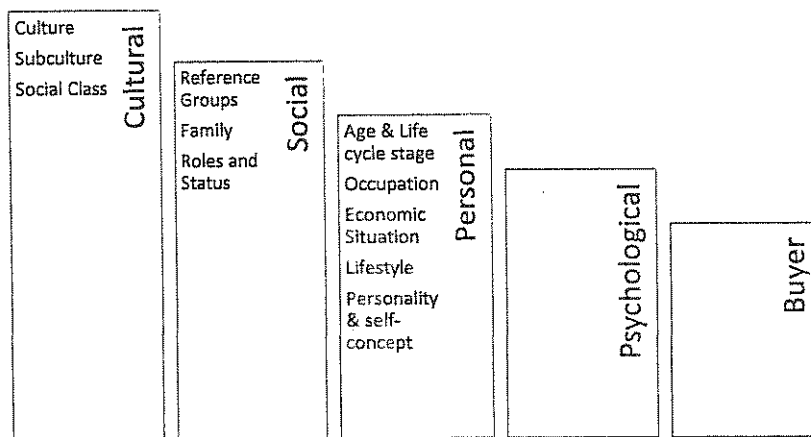


Figure 2: Factors Influencing Consumer Behaviour

(20 marks)

- (b) The decision-making unit of a buying organization is called its buying centre – all the individuals and units that play a role in the business purchase decision-making process.

Define these five roles in the Business buyer purchase decision process.

- i. Users
- ii. Influencers
- iii. Buyers
- v. Deciders
- vi. Gatekeepers

(5 marks)

**Question 3**

- (a) Describe these **FOUR (4) elements** in designing a customer-driven market strategy: **market segmentation, market targeting, differentiation, and positioning**. Give example each explanation.

(8 marks)

- (b) Most consumers probably aren't aware of the product life cycle stages. Even though they make a conscious decision to switch from one product to another, this is more due to personal taste or simply wanting they have the latest and best, rather than an appreciation of which stage of its life cycle a product may be going through.

- i. Prepare the typical **Product Life Cycle (PLC) graph**. (5 marks)
- ii. **Illustrate every distinct stage of Product Life Cycle (PLC)**. Give example to support your explanation.

(12 marks)

**Question 4**

Dato' Syazwan wants to expand his famous donut to new market. But, he need to do the portfolio analysis before he can proceed his idea. Help him by:

- i) **Illustrate the BCG matrix**

(9 marks)

- ii) Referring to your BCG matrix, **explain the FOUR (4) types of SBUs**. Give appropriate example for each SBUs.

(16 marks)

**Question 5**

- (a) Hani is most popular actress in the country. As her manager, Mr. Farkhan wants to ensure her popularity and success for another 20 years. Therefore, Mr Farkhan wants to come out with Hani's new perfume called "Glamorous". Help Mr. Farkhan to:
- i. Define **direct marketing**. (3 marks)
  - ii. Illustrate **FOUR (4) forms of direct marketing**. (12 marks)
- (b) Halis, Niks and Azwan Sdn Bhd. had been appointed by Mr. Farkhan in helping Ms. Hani to market her new perfume "Glamorous" as pricing new products can be very challenging.
- i. Differentiate between **Market-Skimming Pricing and Market-Penetration Pricing**. (4 marks)
  - ii. Explain **Product line Pricing, Captive product pricing and Product bundle pricing**. (6 marks)

**END OF QUESTION**