



UNIVERSITI KUALA LUMPUR
Malaysian Institute of Marine Engineering Technology

FINAL EXAMINATION
SEPTEMBER 2016 SEMESTER

COURSE CODE	:	LGB 30503
COURSE NAME	:	MARKETING
PROGRAMME NAME	:	BACHELOR OF MARITIME OPERATIONS (BMO)
DATE / DAY	:	17 JANUARY 2016 / TUESDAY
TIME	:	9.00am-12.00 noon
DURATION		3 HOURS

INSTRUCTIONS TO CANDIDATES

1. Please **CAREFULLY** read the instructions given in the question paper.
 2. This question paper has information printed on both sides of the paper.
 3. Please write your answers on the answer booklet provided.
 4. This question paper consists of **TWO (2)** sections. Section A and B.
 5. Answer **ALL** questions in Section A. For Section B, answer **THREE (3)** questions **ONLY**.
 6. Please write your answers on the answer booklet provided.
 7. Answer should be written in **BLUE** or **BLACK** ink except for sketching, graphic and illustration.
 8. Answer all questions in English language **ONLY**.
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THERE ARE FIVE (5) PAGES OF QUESTIONS, INCLUDING THIS PAGE.

SECTION A (Total: 40 marks)

INSTRUCTION: Answer ALL questions.

Please use the answer sheets provided.

Question 1**Introduction, Building Customer Satisfaction and Analysis Market (20 Marks)**

Developing an integrated marketing mix will be done after deciding on its marketing strategy.

- (a) Define Marketing Mix? Include all **FOUR (4)** elements in your answer.
(4 Marks)
- (b) Describe definition of Marketing? Include **ONE (1)** example in your answer.
(3 Marks)
- (c) Clarify the Market Expansion Grid Strategies by Product Development.
(3 Marks)
- (d) Analyzing the marketing environment involves an internal microenvironment and external macro environment. Find **SIX (6)** elements in the company macro environment.
(2 Marks)
- (e) Managing the marketing effort involves internal and external analysis of its environment. This analysis is known as SWOT Analysis.
Differentiate **FOUR (4)** elements in SWOT Analysis. Explain and include **ONE (1)** example for each elements. Relate your examples in a maritime industries.
(8 Marks)

Question 2**Market Practice and Marketing Strategies (20 Marks)**

Market Segmentation is a process of dividing a market into smaller segments with distinct needs, characteristics, or behavior that might require separate marketing strategies or mixes. The segmentation for the consumer markets can be done by Geographic Segmentation, Demographic Segmentation, Psychographic Segmentation and Behavioral Segmentation.

- (a) Differentiate how to segment the consumer markets based from the following terms.
Explain and include **ONE (1)** example in your answer.
 - i) Demographic Segmentation

(3 Marks)

- ii) Psychographic Segmentation
(3 Marks)
- (b) Define these two following terms:
 - i) Product Positioning
(2 Marks)
 - ii) Unsought Products
(2 Marks)
- (c) Describe **FIVE (5)** phases involve in a Product Life Cycle (PLC), and explain how marketing strategies change during this product life cycle. Draw the Product Life Cycle to support your answer.
(10 marks)

SECTION B (Total: 60 marks)

INSTRUCTION: Choose and answer only THREE questions.

Please use the answers sheet provided.

Question 3**Service, Business and Product Support Services and Pricing (20 Marks)**

- (a) Describe Price? Include **ONE (1)** example in your answer.
(4 Marks)
- (b) Distinguish the differences between these major pricing strategies.
 - i) Everyday Low Pricing (EDLP)
(3 Marks)
 - ii) High Low Pricing (HLP)
(3 Marks)
- (c) Marketers use different approach in order to gain customer value and provide different benefits to gain customer relationship in return.
Explain **FIVE (5)** Product Mix Pricing Strategies. Include **ONE (1)** example in your answers.
(10 Marks)

Question 4:**Managing Marketing Channel and Retailing, Wholesaling and Logistics (20 Marks)**

- (a) There are several ways to manage the marketing channels. Describe Supply Chain Network. Include **ONE (1)** example in your answer.
(4 Marks)
- (b) Find a Franchise Organization which is in the Vertical Marketing System.
(3 Marks)
- (c) Discuss activities involves in Wholesaling.
(3 Marks)
- (d) Retailing includes all the activities in selling products or services directly to final consumers for their personal, non-business use.
Explain **FIVE (5)** major Store Retailer Types. Provide **ONE (1)** example in each types.
(10 Marks)

Question 5:**Advertising, Sales Promotion, and Public Relation, Managing Sales Force and Direct and Online Marketing (20 Marks)**

- (a) There are several methods applies in a Personal Selling and Sales Promotion. Clarify **THREE (3)** main methods involve in the Personal Selling.
(4 marks)
- (b) Sales force management is the analysis, planning, implementation, and control of sales force activities.
With a modern technology nowadays, find out how to manage the sales force through Selling and the Internet.
(3 Marks)
- (c) Direct and Online Marketing is trusted to enhance and build a Direct Customer Relationships. Discover **THREE (3)** forms of Direct Marketing exist nowadays.
(3 Marks)
- (d) Managing the sale force An advertising objective is a specific communication task to be accomplished with a specific target audience during a specific time and location.
Describe Advertising? Explain **THREE (3)** possible Advertising Objectives.
(10 Marks)

Question 6:**Marketing Extension Areas and Global Marketing (20 Marks)**

- (a) Marketers need to compete in order to create and gain the Competitive Advantage. Describe a process involves in the Competitor Analysis. Include **ONE (1)** example in that process.
(4 Marks)
- (b) There are several marketing competitive strategies. Discover the marketing competitive strategy for a Product Leadership.
(3 Marks)
- (c) Marketers trend nowadays are looking at the Global Marketing Environment. However, due to some circumstances the marketers need to face some global challenges. Identify **THREE (3)** restrictions on trade between nations. Explain.
(4 Marks)
- (d) Sustainable marketing focuses on needs of customers and needs of business. Explain **FIVE (5)** Social Criticisms of Marketing among Individual Consumers
(10 Marks)

END OF EXAMINATION PAPER