



UNIVERSITI KUALA LUMPUR
MALAYSIAN INSTITUTE OF MARINE ENGINEERING TECHNOLOGY

FINAL EXAMINATION
JANUARY 2017 SEMESTER

COURSE CODE : LGB30503
COURSE NAME : MARKETING
PROGRAMME NAME : BACHELOR OF MARITIME OPERATIONS (HONS)
(FOR MPU: PROGRAMME LEVEL)
DATE : 04/07/2017 TUE
TIME : 2.00 PM - 05.00 PM
DURATION : 3 HOURS

INSTRUCTIONS TO CANDIDATES

1. Please read CAREFULLY the instructions given in the question paper.
 2. This question paper has information printed on both sides.
 3. This question paper consists of TWO (2) sections; Section A and Section B. Answer ALL questions in Section A and THREE (3) questions from Section B.
 4. Please write yours answers on the answer booklet provided.
 5. Write your answers only in BLACK or BLUE ink.
 6. Answer all questions in English.
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THERE ARE 4 PAGES OF QUESTIONS, EXCLUDING THIS PAGE.

SECTION A

INSTRUCTION: Answer ALL questions.
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 brands that is strongly customer-focus and heavily committed to marketing.

Complete the marketing process below.

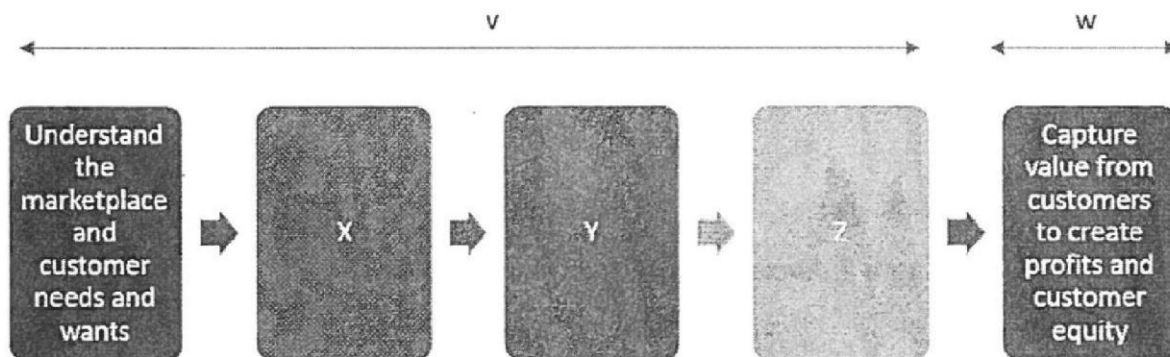


Figure 1: Model of marketing process

(10 marks)

- (b) Marketing management wants to design strategies that will build 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 TWO (2) marketing management concepts. Give example for each concept.

(10 marks)

Question 2

Many levels affect consumer buying behavior. For example; Augustine wants to buy a pair of Nike's sport shoes. What design that he will choose? What color that he prefers? Buying behavior is never simple, yet understanding it is an essential task of marketing management.

From your understanding, help Augustine to **justify FIVE (5) characteristics** affecting consumer behavior under **Personal influence**. Give example for each characteristic.

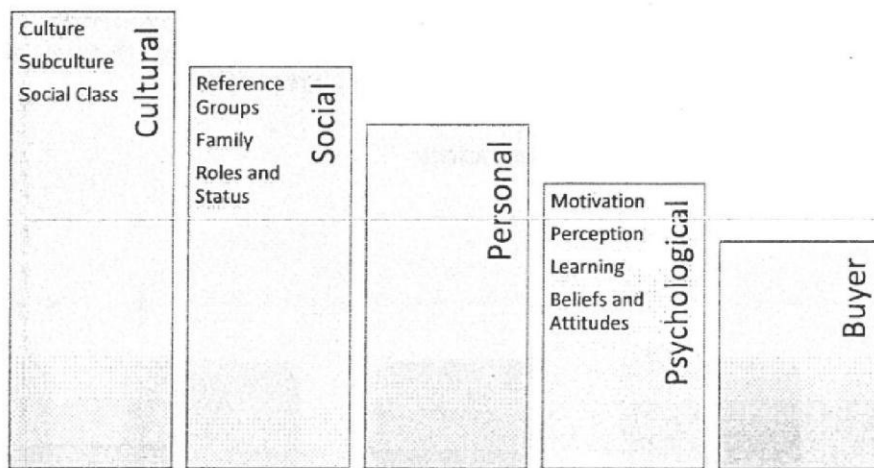


Figure 2: Factors Influencing Consumer Behaviour

(20 marks)

SECTION B

INSTRUCTION: Answer THREE (3) questions only.

Question 3

Dato' Luqman wants to expand his famous donut brand "Donutman" to new market. But, he needs to do the portfolio analysis before he can proceed his idea. Help him by:

- i. **Illustrate the BCG matrix**
(10 marks)

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

Question 4

Ms. Shauqiah is the most popular actress in the country. As her manager, Mr. Megat Adam wants to ensure her popularity and success for another 20 years. Therefore, Mr Megat Adam wants to come out with Ms. Shauqiah's new perfume called "Glamorous Me". Help Mr. Megat Adam to:

- i. Define **marketing communication mix**.
(2 marks)

- ii. Illustrate **FOUR (4) forms of marketing communication mix**.
(8 marks)

- iii. **Plan** on how to promote the new perfume "Glamorous Me" using any **FOUR (4) forms of Direct marketing**
(10 marks)

Question 5

Aliffi and Emir Sdn Bhd. had been appointed by Mr. Megat Adam in helping Ms. Shauqiah to market her new perfume "Glamorous Me" as pricing new products can be very challenging.

- i. Differentiate between **Market-Skimming Pricing** and **Market-Penetration Pricing**.
(Please use table to explain your answer)

(12 marks)

- ii. By using table, justify **Product-line Pricing**, **Optional Product Pricing**, **Product bundle pricing** and **Psychological Pricing**.

(8 marks)

Question 6

After launching the new product, Mr. Divan the CEO of OPPO smartphones, wants that product to enjoy a long and happy life. Although it is not expected that product to sell forever, the company wants to earn a decent profit to cover all the effort and risk that went into launching it. Management is aware that each product will have a life cycle, although its exact shape and length is not known in advance.

- i. **Prepare** the typical **Product Life Cycle (PLC) graph**.

(10 marks)

- ii. **Illustrate every distinct stage** of **Product Life Cycle (PLC)**. Give example to support your explanation.

(10 marks)

END OF EXAMINATION PAPER