



UNIVERSITI KUALA LUMPUR BUSINESS SCHOOL

FINAL EXAMINATION FEBRUARY 2024 SEMESTER

COURSE CODE : KFP08903

COURSE NAME : INTRODUCTION TO ENTREPRENEURSHIP AND MARKETING

PROGRAMME NAME : FOUNDATION IN BUSINESS

DATE : 26 JUNE 2024

TIME : 09.00 AM – 12.00 PM

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. This question paper consists of **THREE (3)** sections; **Section A, Section B and Section C**
4. Answer **ALL** questions from **Section A and Section B**. Choose only **ONE (1)** question in **Section C**
5. Please write your answers on the OMR answer script and answer booklet provided.
6. All questions must be answered in **English** (any other language is not allowed).
7. This question paper must not be removed from the examination hall.

THERE ARE SEVEN (7) PAGES OF QUESTIONS, EXCLUDING THIS PAGE.

SECTION A (Total: 30 marks)

INSTRUCTION: Answer ALL questions.

Please use the objective answer sheet provided.

1. Which of the following is a pure tangible good?
 - A. Shampoo
 - B. A spa treatment
 - C. Financial advice
 - D. Restaurant

2. _____ refer to a form product that consists of activities, benefits, or satisfactions offered for sale that are essentially intangible.
 - A. Co-brands
 - B. Line extensions
 - C. Services
 - D. Pure products

3. Product planners must build a(n) _____ product around the core benefit and actual product by offering additional consumer services and benefits.
 - A. convenience
 - B. augmented
 - C. specialty
 - D. shopping

4. Which of the following terms best describes the process of designing and producing a container or wrapper for a product?
 - A. Labeling
 - B. Positioning
 - C. Licensing
 - D. Packaging

5. _____ products are consumer products and services that customers usually buy frequently, immediately, and with minimal comparison and buying effort.
 - A. Shopping
 - B. Specialty
 - C. Capital
 - D. Convenience

6. The responsibility for setting a company's mission, objectives, broad strategies, and policies primarily lies with its _____.
 - A. top management
 - B. research department
 - C. finance department
 - D. marketing manager

7. A marketing intermediary would most likely help a firm by _____.
A. negotiating with labour unions regarding wages, hours and benefits
B. provided technical expertise on the production and design of goods
C. competing directly with the firm in a certain product category
D. moving the firms skits from production points to distribution centres
8. Which of the following is an example of a local public?
A. Community organization that addresses welfare issues in its neighborhood
B. A supplier responsible for sourcing most of the raw materials used in production
C. Competing directly with the firm in a certain product category
D. Moving the firms skits from production points to distribution centres
9. Which of the following examples of internal publics of a company?
A. Newspapers, magazines, television stations, blogs, and other Internet media
B. Governmental departments and agencies that regulate businesses
C. Neighbourhood residence and community organizations
D. The managers, board of directors, and workers of the company
10. Demographic, economic, natural, technological, political, and cultural forces form the _____ of an organization.
A. supply chain
B. macroenvironment
C. marketing Intermediary network
D. internal environment
11. A _____ reflects the general esteem given to the different roles of a person by society.
C. status
D. attitude
C. belief
D. tradition

12. A marketing firm has been assigned the task of watching trends in spending, personal income, savings, and interest rates. The marketing firm is most likely gathering information about consumers' _____.
A. social network usage rates
B. economic situations
C. occupational needs
D. purchasing perceptions
13. Which of the following is psychographic characteristic of a consumer?
A. Gender
B. Age
C. Lifestyle
D. Occupation
14. _____ refers to the unique psychological characteristics that distinguish a person or group.
A. Personality
B. Lifestyle
C. Status
D. Attitude
15. Which of the following in Maslow's hierarchy is generally satisfied last?
A. Physiological
B. Social
C. Esteem
D. Self-actualization
16. _____ consists of arranging for a market offering to occupy a clear, distinctive desirable place relative to competing products in the minds of target consumers.
A. Positioning
B. Market Segmentation
C. Market Targeting
D. Differentiation
17. _____ consists of selecting the market segments to enter.
A. Positioning
B. Segmentation
C. Targeting
D. Differentiation
18. _____ consists of altering the market offering to create superior customer value.
A. Positioning
B. Segmentation
C. Targeting
D. Differentiation

19. Shampoo marketers segments buyers as light, medium, or heavy product users. This is an example of _____ segmentation.
A. user status
B. user rate
C. benefits sought
D. occasion
20. Dividing buyers into groups based on their knowledge, attitudes, uses, or responses to a product is called _____ segmentation.
A. behavioral
B. psychological
C. age and life-cycle
D. user status
21. Concentrated marketing is also known as _____ marketing.
A. undifferentiated
B. item-specific
C. niche
D. local
22. _____ marketing tailors brands and promotions to the needs and wants of specific cities, neighbourhoods, and even stores.
A. Differentiated
B. Mass
C. Niche
D. Local
23. A successful niche marketing strategy relies on a firm's _____.
A. availability of services
B. product positioning
C. superior products
D. knowledge of customer needs
24. _____ refers to the fact that services cannot be seen, tasted, felt, heard, or smelled before they are purchased.
A. Service intangibility
B. Service portability
C. Service variability
D. Service perishability
25. Product quality has two dimensions: level and _____.
A. price
B. consistency
C. taste
D. overall feel

26. _____ can provide on-the-go product information, price comparisons, advice and review from other consumers, and access to instant deals and digital coupons.
- A. Indirect marketing C. Mobile marketing
B. Television marketing D. Inbound telephone marketing
27. _____ refers to marketing via the internet using company websites, online advertising and promotions, email marketing, online video and blogs.
- A. Digital marketing C. Direct marketing
B. Social media marketing D. Online marketing
28. Which of the following is the primary purpose of brand community websites?
- A. Display digital catalogues
B. Providing detailed descriptions of products
C. Creating customer-product engagement
D. Selling products and service
29. Posting digital content on brand websites or on social media sites such as YouTube, Facebook, TikTok, and others are forms of _____ marketing.
- A. corporate intranet C. viral blog
B. online video D. media portal
30. Many brick-and-mortar stores use digital marketing _____.
- A. as a primary sales channel
B. as a supplementary sales channel
C. solely as an information source for consumers
D. solely as a mechanism to deliver promotional materials

SECTION B (Total: 50 marks)

INSTRUCTION: Answer ALL questions.**Please use the answer booklet provided.****Question 1**

- (a) Define branding. (2 marks)
- (b) State and briefly explain FOUR (4) advantages of branding. (8 marks)

Question 2

Describe FOUR (4) types of consumer product. (10 marks)

Question 3

Identify and briefly explain FOUR (4) benefits of digital marketing towards buyers. (10 marks)

Question 4

Discuss the FOUR (4) components of SWOT analysis. (10 marks)

Question 5

Briefly explain the FIVE (5) stages in the buyer decision making process. (10 marks)

SECTION C (Total: 20 marks)**INSTRUCTION: Answer only ONE (1) question.****Please use the answer booklet provided.****Question 6**

Developing a product or service involves defining the benefits that it will offer. Discuss the individual product decisions process, with examples.

(20 marks)

Question 7

- (a) The Three Product Levels model by Philip Kotler provides a way to understand the different levels of need a customer has for a product. Examine the THREE (3) levels of products and give an example for each level.

(12 marks)

- (b) Nowadays, service sector is growing and expected to be bigger in the future. Discuss any TWO (2) characteristics of a service, with examples.

(8 marks)

END OF EXAMINATION PAPER