

**CONFIDENTIAL**



**UNIVERSITI KUALA LUMPUR BUSINESS SCHOOL**

**FINAL EXAMINATION**

**JANUARY 2016 SEMESTER**

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<b>SUBJECT CODE</b>	<b>:</b>	<b>EAB 10803</b>
<b>SUBJECT TITLE</b>	<b>:</b>	<b>MARKETING</b>
<b>LEVEL</b>	<b>:</b>	<b>BACHELOR</b>
<b>TIME / DURATION</b>	<b>:</b>	<b>2.00 PM - 5.00 PM / 3 HOURS</b>
<b>DATE</b>	<b>:</b>	<b>18th MAY 2016</b>

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**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 **TWO (2)** sections; **Section A and section B.**
4. **Answer ALL** questions in **Section A and Section B.**
5. Please write your answers on the answer booklet provided.
6. Answer all questions in **English language ONLY.**
7. This question paper must not be removed from the examination hall.

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**THERE ARE 5 PAGES OF QUESTIONS, EXCLUDING THIS PAGE.**

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**SECTION A (Total: 40 marks).**

**INSTRUCTION: Answer ALL questions.**

**Please use the answer booklet provided.**

**Question 1**

Product Identity consists of three elements that marketer must consider to offer customers. Distinguish these three elements.

(6 marks)

**Question 2**

Price is the only marketing mix strategy that brings revenue to a firm. Explain three types of price setting for a firm.

(6 marks)

**Question 3**

Which channel intensity design decision (intensive, selective and exclusive distribution) would marketers most likely choose for the following products?

- a. Mercedes Cars.
- b. Washing Detergent Powder.

*(Give reasons for your answer).*

(6 marks)

**Question 4**

AIDA stands for Attention, Interest, Desire and Action. AIDA is the most influential model used by marketers in advertising. Identify the AIDA elements.

(10 marks)

**Question 5**

Direct marketing tools such as Direct Mails, Direct Response Television System, Catalogue Marketing, Telephone Marketing and Kiosk Marketing can be used by marketers to promote their products. Describe each of them.

(12 marks)

**SECTION B (Total: 60 marks)****INSTRUCTION: Answer ALL questions.****Please use the answer booklet provided.****Case 1 (Question 1 – 3)**

Nokia has developed a sales forecast for its new PDA for the next two years. The CEO wants to review estimates of industry demand for PDAs. He also wants to develop an approach for measuring the effectiveness of Nokia's marketing efforts. He has asked you to contact a research project to evaluate marketing effectiveness of its marketing efforts.

**Question 1**

What suggestion would you make to the CEO with regards to primary data collection-research approach, contact methods, sampling plan and research instruments?

(10 marks)

**Question 2**

You have decided to run for a political office. You want to hand-deliver campaign materials to the homes of registered voters for X-Party who voted in the most recent election. Explain how marketing intelligence plays a role in this scenario.

(10 marks)

**Question 3**

How can the CEO use the information that you have gathered before making decisions.

(10 marks)

**Case 2 (Question 4 – 6)**

Hazel graduated from the local school of massage in March 2003. She holds a Bachelor Degree in Nursing, a Certified Massage Therapist, and also Nationally Certified in Therapeutic Massage and Bodywork. Shortly after graduation, she began a home-based business, Hazel Therapeutic Massage (HTM). Although she eventually hopes to be totally home-based, she also presently does on-site chair massages at local businesses a few days a month, as well as some post-event sports massages at local races and fairs. Hazel has many local competitors who offer more services than she does, but she does not keep her prices at or below the competitor's rates. She offers, on an appointment basis, a basic full body massage, warm stone massage, Ashiatsu Oriental Bar Therapy, salt glow back exfoliation, and a paraffin wax dip. Hazel is the only massage therapist who offers Ashiatsu, a deep compression barefoot massage technique in which, through the therapist's use of overhead bars, gravitational force is combined with smooth, flowing, deep pressure massage strokes to provide the 'deepest, most luxurious massage on the planet'. HTM is limited by zoning from placing a sign outside of the residence. However, Hazel has made use of business cards, referrals, and some local newspaper and high school sports program ads to promote her business.

**Question 4**

How would you describe the promotion mix at HTM?

(10 marks)

**Question 5**

Hazel needs to figure out an appeal or a theme that will produce the desired response. There are three (3) types of appeals: rational, emotional, and moral? Which one would you suggest HTM to use?

(10 marks)

**Question 6**

Why must Hazel think of herself as a sales person as well as a massage therapist?

(10 marks)

**END OF EXAMINATION PAPER**

