



UNIVERSITI KUALA LUMPUR
Malaysian Institute of Marine Engineering Technology

FINAL EXAMINATION
MARCH 2025 SEMESTER SESSION (Flexilearn)

SUBJECT CODE : LGB23503

SUBJECT TITLE : MARKETING

PROGRAMME NAME : BACHELOR IN MARITIME OPERATIONS (HONOURS)
(FOR MPU: PROGRAMME LEVEL)

TIME / DURATION : 9.00 AM - 12.00 PM
(3 HOURS)

DATE : 26 JUNE 2025

INSTRUCTIONS TO CANDIDATES

1. Please read **CAREFULLY** 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** question in Section A, and **THREE (3)** questions **ONLY** in Section B.
 5. Please write your answers on the OMR for Section A and on answer booklet provided for Section B.
 6. Answer **ALL** questions in English language **ONLY**.
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THERE ARE 15 PAGES OF QUESTIONS, INCLUDING THIS PAGE

SECTION A (Total 40 marks)

INSTRUCTION: Answer ALL questions.

Please use the OMR answer sheet provided.

1. A company launches a product targeting eco-conscious customers but discovers it faces strong competition. Which marketing strategy should the company adopt to enhance differentiation in the market?
 - a) Lowering prices to compete on cost.
 - b) Increasing advertising frequency to improve awareness.
 - c) Highlighting the product's unique sustainability benefits.
 - d) Expanding distribution channels to increase availability.

2. Which of the following best describes how the marketing concept aligns with long-term customer value creation?
 - a) By focusing solely on increasing short-term sales revenue.
 - b) By balancing customer satisfaction, company goals, and societal well-being.
 - c) By promoting the product's features over customer needs.
 - d) By relying heavily on promotional activities without considering customer feedback.

3. Imagine you are a marketing manager tasked with promoting a luxury brand. Which element of the marketing mix would you prioritize to enhance the brand image?
 - a) Product
 - b) Price
 - c) Place
 - d) Promotion

4. The key concept behind the marketing concept philosophy is _____.
 - a) Maximizing profits
 - b) Meeting the needs of consumers
 - c) Balancing consumer satisfaction and societal well-being
 - d) Focusing on product features

5. The purpose of a product concept test in marketing research is _____.
 - a) To assess the effectiveness of advertising
 - b) To evaluate the feasibility of product development
 - c) To determine the target market
 - d) To set product prices

6. ~~What is the term for a set of interrelated decisions and activities used to create exchanges~~
that satisfy the objectives of both the buyer and the seller?
- a) Sales
 - b) Marketing
 - c) Promotion
 - d) Advertising
7. In the context of the product life cycle, which stage is characterized by a rapid increase in sales and the entry of competitors?
- a) Introduction
 - b) Growth
 - c) Maturity
 - d) Decline
8. Consider a scenario where a company is using both penetration pricing and skimming pricing for different product lines. The strategic rationale behind the approach is _____.
- a) To confuse competitors
 - b) To maximize short-term and long-term profits
 - c) To target different market segments
 - d) To minimize production costs
9. As a marketing manager, how would you use social media to enhance customer engagement and brand loyalty?
- a) Creating relevant content, running interactive campaigns, and responding promptly to customer feedback.
 - b) Setting competitive prices, optimizing distribution channels, and investing in traditional advertising
 - c) Focusing on product features, using celebrity endorsements, and investing in traditional advertisement
 - d) Offering discounts, implementing loyalty programs, and expanding the product line

10. Compare and contrast the concept of market segmentation and targeting. How do these concepts contribute to effective marketing strategies?
- a) Market segmentation is about dividing the market into distinct groups; targeting is about choosing specific segments to focus on. Both are essential for tailoring marketing strategies to specific customer needs.
 - b) Market segmentation and targeting are interchangeable terms; both refer to the process of identifying customer needs.
 - c) Market segmentation is only relevant for large markets, while targeting is applicable to niche markets.
 - d) Market segmentation is the same as product positioning; both involve placing products in the minds of consumers
11. _____ is marketing management orientations focuses primarily on improving efficiencies along the supply chain.
- a) Production concept
 - b) Product concept
 - c) Selling concept
 - d) Social marketing concept
12. Setting low prices for a new product to attract a large number of buyers and large market share. This statement refers to _____.
- a) Market-penetration pricing strategy.
 - b) Market-skimming pricing strategy.
 - c) Product line pricing.
 - d) Optional product pricing.
13. In Malaysia, it is a must to write an alert message in any shop that sells cigarette. "Do not sell to teenagers under 18". This statement refers to _____.
- a) Marketing strategy
 - b) Differentiation and Positioning
 - c) Socially responsible target marketing
 - d) Competitive advantage
14. _____ is the final step in the consumer buying decision process.
- a) Problem recognition
 - b) Information search
 - c) Purchase decisions
 - d) Post-purchase behavior

15. In the context of the marketing mix, what does the term "promotion" refer to?
- a) The physical features of a product
 - b) The distribution channels used.
 - c) Communication with the target market
 - d) The price of the product
16. These are the steps in the strategic planning process, except:
- a) Evaluation all members of the value chain
 - b) Defining the company mission
 - c) Setting company objectives and goals
 - d) Planning marketing and other functional strategies
17. _____ provides an answer to these questions: What is our business? Who are our customers? What do our customers value? What should our business be?
- a) Objectives and goals
 - b) A mission statement
 - c) A business portfolio
 - d) Marketing and functional strategies
18. As a marketing manager, you are tasked with repositioning a product that has experienced a decline in its life cycle. Discuss the key considerations you would consider when developing the repositioning strategy.
- a) Analyzing the reasons for the decline, identifying new target markets, and creating a compelling value proposition. Example: Repositioning a smartphone from a youth-oriented to a business-focus market.
 - b) Increasing advertising spend, lowering prices, and introducing new features. Example: Repositioning a declining soft drink by emphasizing affordability.
 - c) Maintaining the current target market, reducing production costs, and discontinuing promotional efforts. Example: Repositioning a shampoo by emphasizing its traditional ingredients.
 - d) Emphasizing the product's heritage, increasing prices, and targeting niche market. Example: Repositioning a declining luxury watch.

19. In the context of digital marketing, explain how social media platforms can be effectively utilized for building brand awareness and customer engagement. Select the most comprehensive answer.

- a) By posting regular updates and content
- b) Running targeted ad campaigns
- c) Encouraging user-generated content
- d) Integrating social listening tools for feedback

20. The process of dividing a market into distinct groups of buyers with different needs, characteristics, or behaviors is known as _____.

- a) Targeting
- b) Positioning
- c) Segmentation
- d) Differentiation

21. The purpose of a positioning statement in marketing is _____.

- a) To set product prices
- b) To communicate the unique benefits of a product to the target market
- c) To identify the competitors
- d) To assess market share

22. _____ is an example of a psychographic segmentation variable.

- a) Income
- b) Age
- c) Personality
- d) Occupation

23.

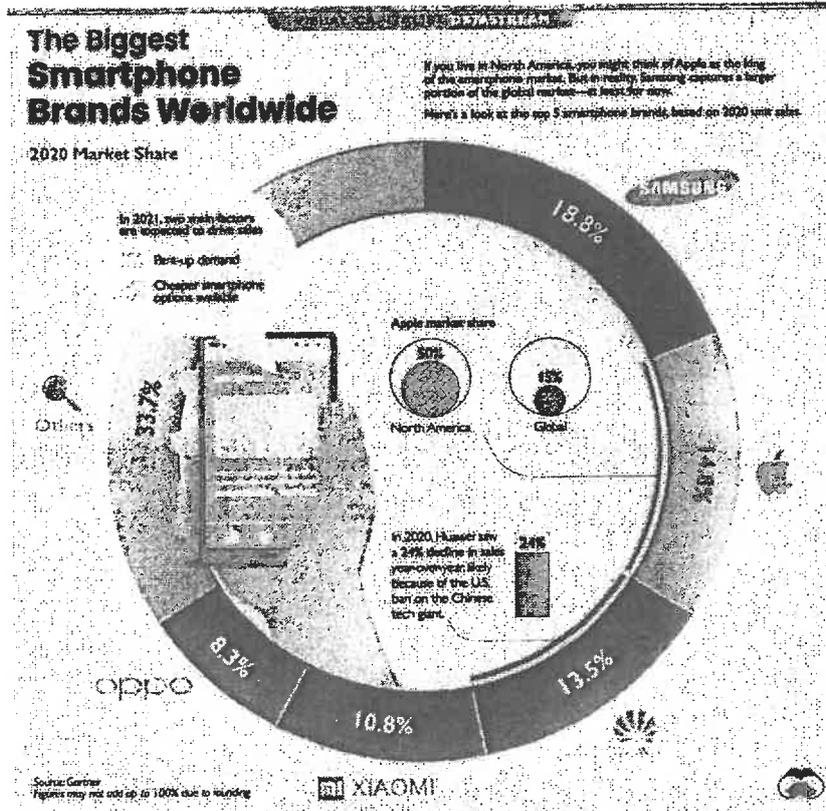


Figure 1

The above figure shown the top 5 smartphone brands, based on year 2020-unit sales globally. Based on the figure, identify which brand is the “market challenger”.

- a) Samsung
- b) Apple
- c) Huawei
- d) Xiaomi

24. XYZ is the firm with the largest market share and leads the market price changes, product innovations, distribution coverage, and promotion spending. XYZ is a _____.

- a) Market leader
- b) Market challenger
- c) Market follower
- d) Market nicher

25. _____ is the idea that the consumer will favor products that offer the most quality, performance, and features. Organizations should therefore devote its energy to making continuous product improvements.

- a) Production concept
- b) Marketing concept
- c) Selling concept
- d) Product concept

26.

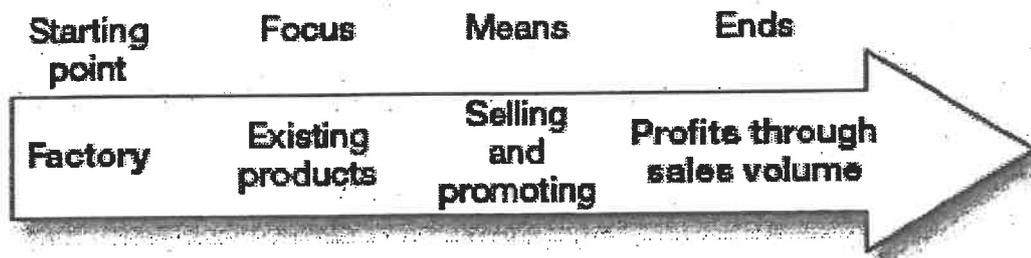


Figure 2

Referring to the above figure, determine which marketing concept this figure 2, belong to.

- a) Production concept
- b) Marketing concept
- c) Selling concept
- d) Product concept

27.

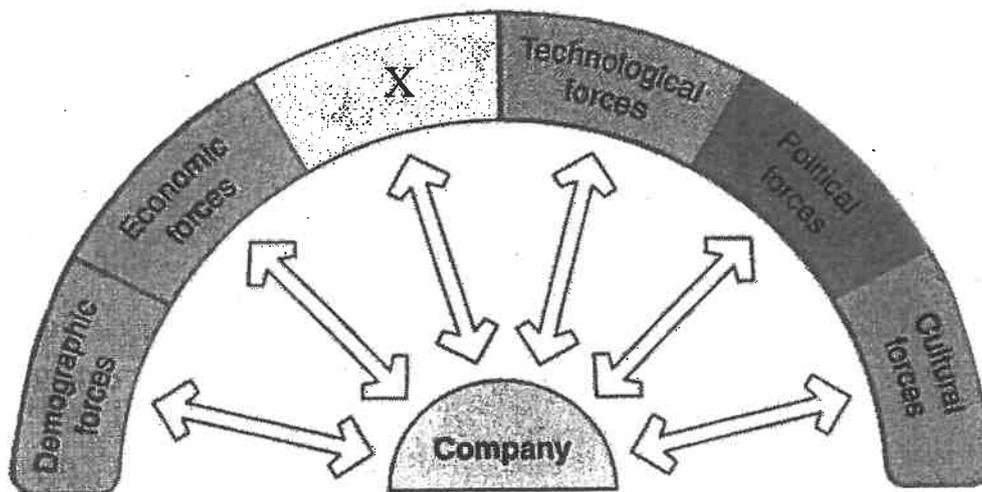


Figure 3

Figure 3 shows the major forces in macro environment for marketing that shape opportunities and pose threats to the company. Identify the force for X.

- a) Marketing Intermediaries
- b) Customer
- c) Public
- d) Natural resources

28.

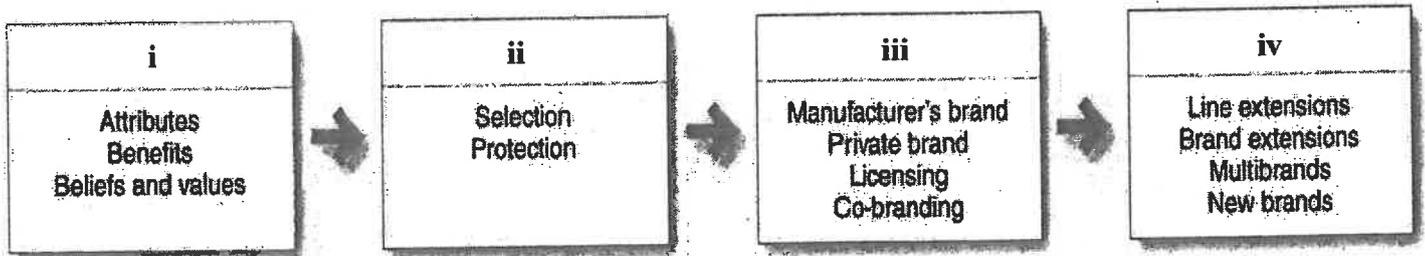


Figure 4

Figure 4 shows the branding strategy process. Identify the process in stage iii.

- a) Brand positioning
- b) Brand name selection
- c) Brand development
- d) Brand sponsorship

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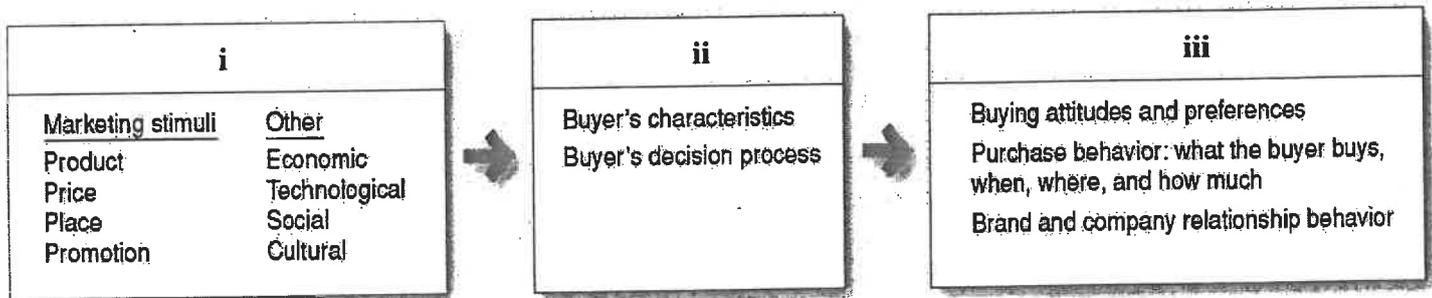


Figure 5

Figure 5 is the model of consumer buying behavior. Determine the accurate sequence of these consumer behavior models.

- a) i: Marketing tools, ii: Decision process, iii: Consumer attitude
 - b) i: The environment, ii: Buyer responses, iii: Buyer's black box
 - c) i: Marketing tools, ii: Decision process, iii: Buyer responses
 - d) i: The environment, ii: Buyer's black box, iii: Buyer responses
30. _____ describe a person's relatively consistent evaluations, feelings, and tendencies toward an object or idea.
- a) Belief
 - b) Learning
 - c) Perception
 - d) Attitudes

31.

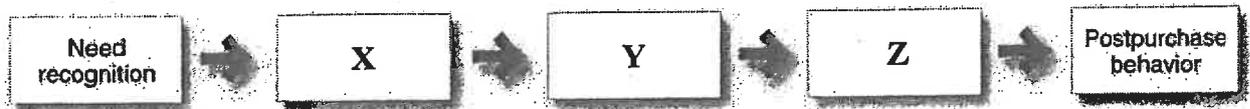


Figure 6

The buying decision making process is shown in Figure 6. Identify X, Y and Z.

- a) X: Information search, Y: Evaluation of alternatives, Z: Purchase decision
- b) X: Purchase search, Y: Evaluation of alternatives, Z: Information approve
- c) X: Information approve, Y: Purchase decision, Z: Evaluation of alternatives
- d) X: Information approve, Y: Information search, Z: Evaluation of alternatives

32. In buying center there are 5 participants involved. One of the participants will help to define specifications and provide information for evaluating alternatives. This participant refers to

- a) Influencer
- b) User
- c) Decider
- d) Gatekeeper

33. _____ is the process when the buying center creates a list of desired supplier attributes and negotiates with preferred suppliers for favourable terms and conditions

- a) Supplier selection
- b) Order-routine specifications
- c) Product specifications
- d) Performance review

34. One of the ways to obtain a new product is through _____ which refers to the buying of a whole company, a patent, or a license to produce someone else's product.

- a) Acquisition
- b) Idea generation
- c) New product development
- d) Crowdsourcing

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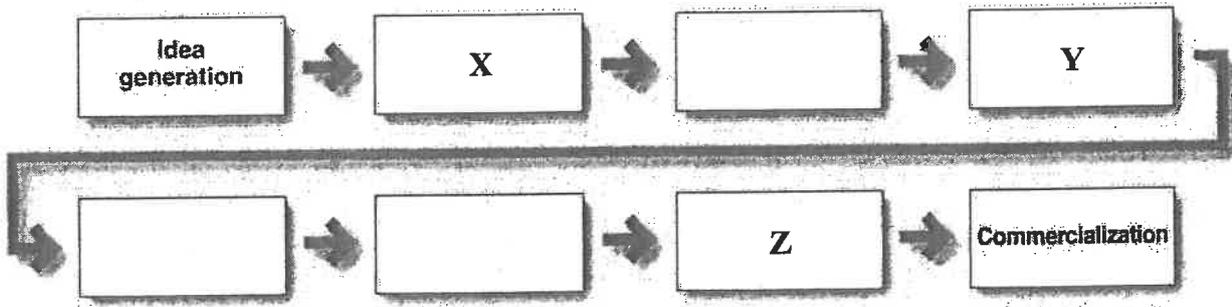


Figure 7

Figure 7 shows 8 major stages in New-Product development. Identify X, Y and Z.

- a) X: Idea screening, Y: Marketing strategy development, and Z: Test marketing
- b) X: Concept development and testing, Y: Business analysis, and Z: Product development
- c) X: Idea screening, Y: Business analysis, and Z: Test marketing
- d) X: Concept development and testing, Y: Marketing strategy development, and Z: Product development

36.

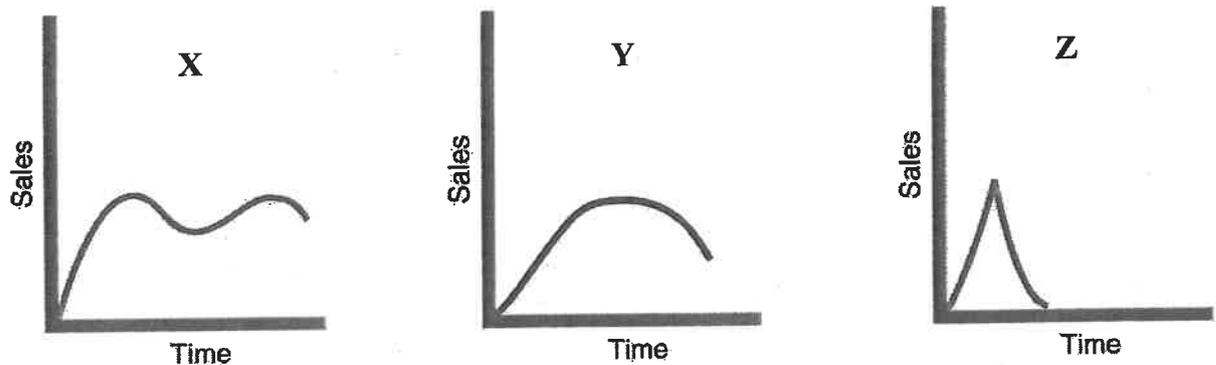


Figure 8

Figure 8 shows the product life cycle graph for X, Y, and Z. Find X, Y, and Z.

- a) X: Design, Y: Style, and Z: Fashion
- b) X: Design, Y: Fashion, and Z: Style
- c) X: Style, Y: Fashion, and Z: Fad
- d) X: Style, Y: Fad, and Z: Fashion

~~37~~

~~consists of direct connection with carefully targeted individual~~

consumers to both obtain an immediate response and cultivate lasting customer relationships.

- a) Sales promotion
- b) Public relations
- c) Direct marketing
- d) Personal selling

38. _____ building good relations with the company's various publics by obtaining favorable publicity, building up a good corporate image and handling or heading off unfavorable rumors, stories and events.

- a) Sales promotion
- b) Public relations
- c) Direct marketing
- d) Personal selling

39. _____ are limits on the amount of foreign imports a country will accept in certain product categories to conserve on foreign exchange and protect domestic industry and employment

- a) Tariff
- b) Exchange control
- c) Quotas
- d) Nontariff trade barriers

40. _____ is when the domestic firm supplies management skill to a foreign company that supplies capital. The domestic firm exports management services rather than products.

- a) Contract manufacturing
- b) Management contracting
- c) Licensing
- d) Joint ownership

INSTRUCTION: Answer ANY THREE (3) questions.

Please use the answer booklet provided.

Question 1

- a) Business market and consumer market refer to distinct segments of the overall market where goods and services are bought and sold. From your opinion, distinguish FOUR (4) differences between the consumer market and the business markets. Use the table to explain your points.

(10 marks)

- b) The decision-making unit of a buying organization is called the buying center. The buying center includes all members in the organization that are involved in the purchase decision. As a marketing manager at Aliza Holdings, explain to your marketing teams the buying center members including their roles that are involved in the purchase decisions. Use the table to explain your points.

(10 marks)

Question:2

a) Consumers make buying decisions every day and the consumer buying decision-making process (Kotler and Armstrong, 2014). Discuss the FIVE (5) steps of consumer buying decision making process. Use the table to explain your points including with example.

(10 marks)

b)

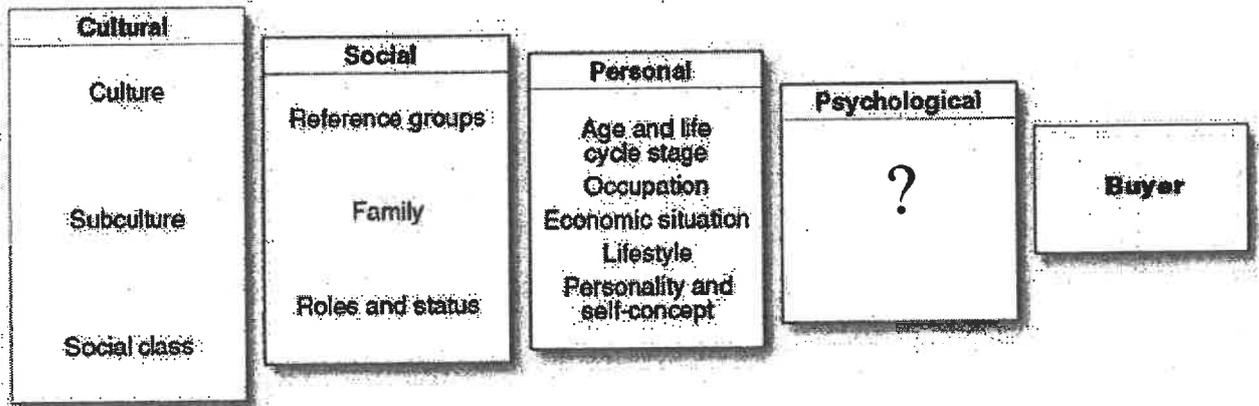


Figure 1: Factors Influencing Consumer Behavior

For the most part, marketers have no control over these factors, but they must consider them when analyzing consumer buying behavior. Marketers need to understand the influencing factors to better understand consumer purchase decisions, under their choice of products and services. Discuss any FOUR (4) elements of psychological factors. Use table to explain your points.

(10 marks)

Question 3

a) The *communications mix* involves all the tools you use to *communicate* with your customers or potential customers. Distinguish FOUR (4) types of Marketing Communication Mix. Use the table to explain your points.

(10 marks)

b) Direct marketing is a form of communicating an offer, where organizations communicate directly to a pre-selected customer and supply a method for a direct response. Explain FOUR (4) types of major forms for Direct Marketing including an example for each point. Use the table to explain your points.

(10 marks)

Question 4

a) Product life-cycle management is the succession of strategies by business management as a product goes through its life cycle. The conditions in which a product is sold change over time and must be managed as it moves through its succession of stages. Explain the product life-cycle stages. Use the table to explain your points.

(10 marks)

b) New product development is the development of original products, product improvements, product modifications, and new brands through the firm's own R&D efforts. There are 8 stages of the new product development process. Explain Test marketing, Standard test markets, Controlled test markets, and Simulated test markets. Use table to explain your points.

(10 marks)

END OF EXAMINATION QUESTIONS