



**UNIVERSITI KUALA LUMPUR**  
**Malaysian Institute of Marine Engineering Technology**

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**FINAL EXAMINATION**  
**MARCH 2025 SEMESTER SESSION**

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**SUBJECT CODE** : LOD20403

**SUBJECT TITLE** : PRINCIPLES OF MARKETING

**PROGRAMME NAME** : DIPLOMA IN MARITIME MANAGEMENT  
(FOR MPU: PROGRAMME LEVEL)

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

**DATE** : 28 JUNE 2025

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**INSTRUCTIONS TO CANDIDATES**

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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 (Multiple Choice Question). Choose and answer **THREE (3)** questions **ONLY** in Section B.
5. Please write answer for Section A on the provided OMR sheet, and for Section B on the answer booklet provided.
6. Answer **ALL** questions in English language **ONLY**.
7. Answer should be written in blue or black ink except for sketching, graphic and illustration.

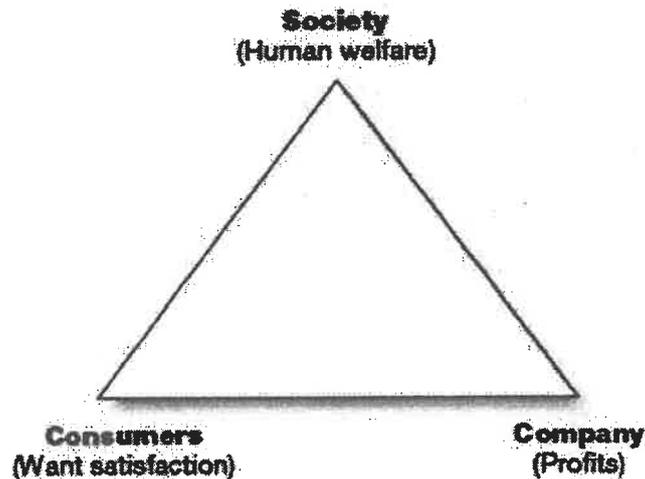
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**THERE ARE 11 PAGES OF QUESTIONS, INCLUDING THIS PAGE**

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**SECTION A (Total: 25 marks)****INSTRUCTION: Answer ALL questions.****Please use the OMR answer sheet provided.**

1. Which of these are not the stages in the marketing planning process?
  - a) Specifying the market-oriented mission
  - b) Developing measurable companywide objectives
  - c) Marketing mix strategies
  - d) Developing strategies at business units, market, and product level.
  
2. 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.
  
3. The way the product is perceived by consumers on important attributes-the place the product occupies in consumers' mind relative to competing product. This referring to \_\_\_\_\_.
  - a) Competitive advantage
  - b) Value proposition
  - c) Product position
  - d) Segmented marketing



**Figure 1**

4. Figure 1 shows one of the concepts in marketing management orientations. What is the concept name in figure 1?
- Production concept
  - Societal Marketing concept
  - Marketing concept
  - Product concept
5. An activity, benefit, or satisfaction offered for sale that is essentially intangible and does not result in the ownership of anything. This refers to \_\_\_\_\_.
- Product
  - Experience
  - Service
  - Tourism
6. In Malaysia, it is a must to write an alert message in any shop that sells cigarette. “Do not sell to teenagers under 18”. Identify this action.
- Marketing strategy
  - Differentiation and Positioning
  - Socially responsible target marketing
  - Competitive advantage

7. Winston is an American citizen. He has opened 200 branches of American burger all around the world. However, Winston is banned from opening a branch in North Korea. What factor led to the ban?
- a) Geographical factor
  - b) Economic factor
  - c) Cultural factor
  - d) Political-legal factor
8. Maria's company can offer sport accessories cheaper than international brands. It is happening because the sport accessories are manufacturer in Malaysia (locally). Which correctly shows Maria offer to the market?
- a) Marketing myopia
  - b) Competitive Advantage
  - c) Business Plan
  - d) Marketing management
9. Maslow's hierarchy of needs is a motivation theory that argues that an individual's conduct is dictated by five categories of human needs. As humans, we need food, water, and shelter. Which categories of these needs fall?
- a) Self-actualization needs
  - b) Physiological needs
  - c) Esteem needs
  - d) Safety needs
10. Sharon wants to buy a flat-screen TV but all the models she is considering have the same screen resolution, she may feel conflicted or tense. Sharon is worried she will make the wrong choice and will regret her decision later. Which is the **correct** type of buying decision behaviour shown by Sharon?
- a) Complex Buying Behaviour
  - b) Variety Seeking Buying Behaviour
  - c) Habitual Buying Behaviour
  - d) Dissonance-Reducing Buying Behaviour

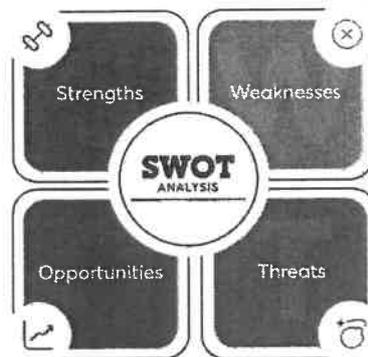
11. \_\_\_\_\_ is the first step in the marketing research process

- a) Defining a problem
- b) Collecting data
- c) Developing the research plan
- d) Analyzing the data

12. Which is the correct definition of business buying behaviour?

- a) The buying behavior of the organizations that buy goods and services for use in production of other products and services that are sold, rented, or supplied to others.
- b) The buying behavior of final consumers, individuals, and households, who buy goods and services for personal consumption.
- c) The differential effect that knowing the brand name has on customer response to the product.
- d) The overall process of building and maintaining profitable customer relationships by delivering superior customer value and satisfaction.

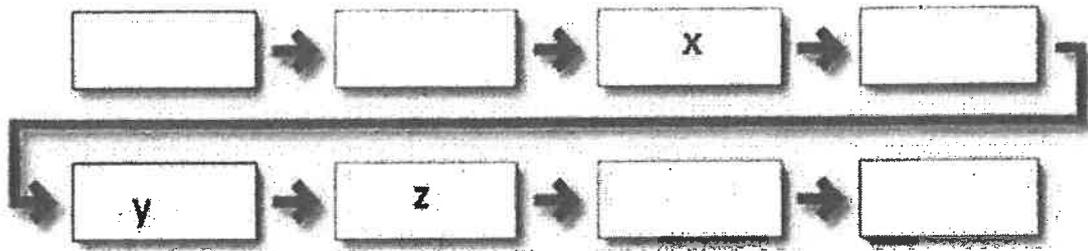
13.



**Figure 2**

A new competitor is consider as?

- a) Strength
- b) Weakness
- c) Threat
- d) Oppotunity



**Figure 2**

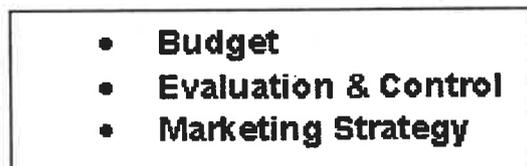
14. A consumer's buying process is the series of steps taken when making a purchase decision.

Which present x, y and z shows in Figure 2?

- a) Product specification, Proposal Solicitation, Supplier selection
- b) Problem recognition, Product specification, Supplier selection
- c) Product specification, supplier research, Proposal Solicitation
- d) Proposal Solicitation, Product specification, Supplier selection

15. There are several elements that affect the customer's behaviours. In Malaysia, Malaysian will buy kuih Raya during Hari Raya, coke during Chinese New Year and Maruku during Deepavali. Which element covers this situation?

- a) Social
- b) Personal
- c) Cultural
- d) Psychological



**Figure 3**

16. Marketing consists of lots of process and elements. Which topic consists of the element in the **Figure 3** above?

- a) Business Plan
- b) New product development process
- c) Branding strategy
- d) Marketing plan

17. There are several types of buying decision behavior. Choose the correct type of buying decision behavior.

- i. Complex
  - ii. Habitual
  - iii. Dissonance-reducing
  - iv. Variety-seeking
- 
- a) I and II
  - b) I, II and III
  - c) III and IV
  - d) All above

- 1. The satisfaction or dissatisfaction that the consumer feels about the purchase.**
- 2. Causes cognitive dissonance or discomfort.**

*Figure 4*

18. Which refers to the statement above (Figure 4)?

- a) Post-Purchase Decision
- b) Purchase Decision
- c) Evaluation of Alternatives
- d) Need recognition

- **Tend to favor domestic suppliers and require suppliers to submit bids and normally award to the lowest bidder.**
- **Affected by environmental factors.**

*Figure 5*

19. Which refer the statement in Figure 5?

- a) Institutional market
- b) Government market
- c) E-procurement
- d) Business market

20. Malaysia bought machine for manufacturing from Japan which known as advance technology country. Which factor influences the business buyer's behavior?

- a) Environmental
- b) Organizational
- c) Interpersonal
- d) Individual

21. Managing Customer Relationships and Capturing Customer Value is crucial in marketing. Which elements cover capturing value for customer?

- i. Creating Customer Loyalty and Retention
- ii. Growing Share of Customer
- iii. Building Customer Equity
- iv. Rapid Globalization

- a) I and II
- b) I, II and III
- c) I, II and IV
- d) All above

22. Which of these are not the stages in the marketing planning process?

- a) Specifying the market-oriented mission
- b) Developing measurable companywide objectives
- c) Marketing mix strategies
- d) Developing strategies at business units, market, and product level.

23. Which of the following is for Price Skimming Strategy?

- a) Entry barriers are low.
- b) The lower price hinders competition.
- c) The customers are willing to pay a higher price as they are the first in the market to have the product.
- d) The market is highly sensitive to price.

24. Marketing that occurs by sending an offer, announcement, reminder, or other item directly to a person at a particular address. This best describes for \_\_\_\_\_.

- a) Telemarketing
- b) Catalog marketing
- c) Direct-mail marketing
- d) Kiosk marketing

25. Pricing bundles of products sold together. This statement best refers to:

- a) Product line pricing
- b) Captive product pricing
- c) Products bundle pricing
- d) Optional products pricing

**SECTION B (Total: 75 marks)**

**INSTRUCTION: Answer any THREE (3) questions ONLY.**

**Please use the answer booklet provided.**

**Question 1**

Motivation refers to the internal driving forces that compel an individual to take action to satisfy their needs and desires.

- i) Draw the complete Maslow' Hierarchy of Needs. (10 marks)
- ii) Explain the stages in Maslow' Hierarchy of Needs. (15 marks)

**Question 2**

Understanding the product life cycle (PLC) is of critical importance to a firm launching a new product. It helps a firm to manage the risk of launching a new product more effectively.

- i) Draw the complete graph of product life cycle. (10 marks)
- ii) Explain the stages in product life cycle including proper example. (15 marks)

**Questions 3**

The product life cycle model is a valuable tool for marketers to optimize their strategies and maintain the product's success in the market.

- i) Illustrate the complete Lifecycle Graphs for Style, Fashion, and Fad. (9 marks)
- ii) Justify any FOUR (4) content of elements in the marketing plan. (16 marks)

**Questions 4**

Kelvin plan to sell secondhand boutique shoes in Shopee. However, he is having a hard time deciding the price for their secondhand boutique shoes.

- i) Explain how they should response when their competitor reduce the price.  
(10 marks)
- ii) Explain FIVE (5) types of Product Mix Pricing Strategies together with an example.  
(15 marks)

**END OF EXAMINATION QUESTIONS**