



UNIVERSITI KUALA LUMPUR
Malaysian Institute of Marine Engineering Technology

FINAL EXAMINATION
OCTOBER 2025 SEMESTER SESSION

SUBJECT CODE : LOD20403 / LOD11303

SUBJECT TITLE : PRINCIPLES OF MARKETING

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

TIME / DURATION : 9.00 AM - 11.30 AM
(2 HOURS 30 MINUTES)

DATE : 29 JANUARY 2026

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 (Multiple Choice Question), 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**.

THERE ARE 11 PAGES OF QUESTIONS, INCLUDING THIS COVER PAGE

SECTION A (Total: 25 marks)

INSTRUCTION: Answer ALL questions.

Please use the OMR answer sheet provided.

1. Setting low prices for a new product to attract many 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.

2. The way the product is perceived by consumers on important attributes-the place the product occupies in consumers' minds relative to competing product. This referring to?
 - a) Competitive advantage
 - b) Value proposition
 - c) Product position
 - d) Segmented marketing

3. Khairul has owned a jewelry shop for 10 years. Within 10 years of experience, Khairul keeps improving his jewelry design to offer benefits to his customers. What kind of action does Khairul show?
 - a) Market offering
 - b) Marketing Myopia
 - c) Supply
 - d) Demand

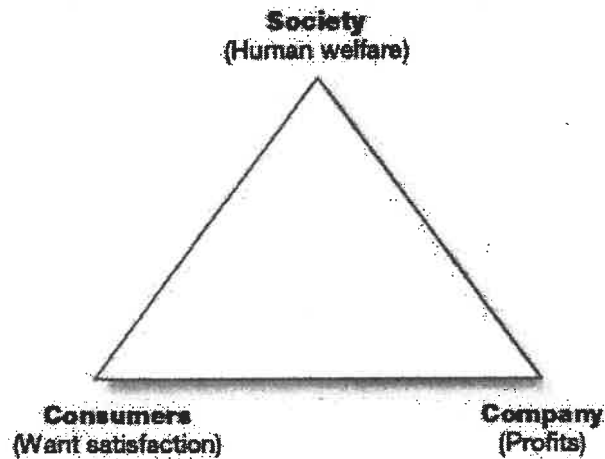


Figure 1

4. Figure 1 above shows one of the concepts in marketing management orientations. What is the concept name in figure 1?
 - a) Production concept
 - b) Societal Marketing concept
 - c) Marketing concept
 - d) 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 _____.
 - a) Product
 - b) Experience
 - c) Service
 - d) 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.
 - a) Marketing strategy
 - b) Differentiation and Positioning
 - c) Socially responsible target marketing
 - d) Competitive advantage

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7. Harold is an American citizen. He has opened 200 branches of American burger all around the world. However, Harold 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. Anna'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 Anna 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. Shazrina 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. Shazrina 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 Shazrina?
- a) Complex Buying Behaviour
 - b) Variety Seeking Buying Behaviour
 - c) Habitual Buying Behaviour
 - d) Dissonance-Reducing Buying Behaviour

11. What is market research?

- a) The process of collecting, analyzing, and interpreting data about your target market, consumers, competitors, and the industry as a whole.
- b) Marketing management is the art and science of choosing target markets and building profitable relationships with them.
- c) Marketing program: comprehensive plan that communicates and delivers the intended value to chosen customers.
- d) Document on how the organization's strategic objectives will be achieved through specific marketing strategies and tactics.

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. SWOT analysis is a framework for assessing a company's competitive situation and developing strategic plans. Which describes the element of opportunity in SWOT analysis?

- a) Sally offers the best quality silk in Malaysia.
- b) Sally factory is not able to produce silk in large quantities.
- c) Silk is never outdated. Sally just needs to diversify her silk design.
- d) Silk is an expensive fabric. Sally is unlikely to offer a price too cheap for customers.

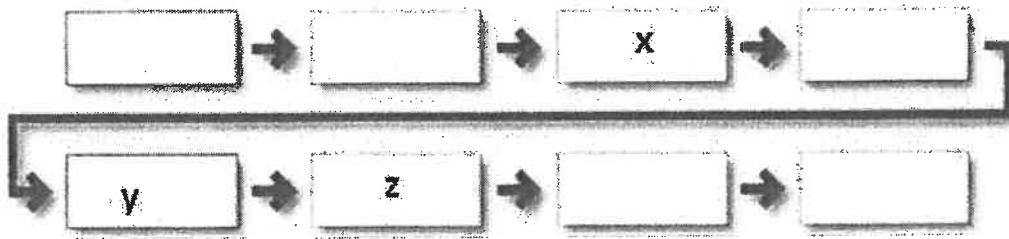


Figure 2

14. A consumer's buying process is the series of steps taken when making a purchase decision. Which present x, y and z as shows in Figure 2 above?

- 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

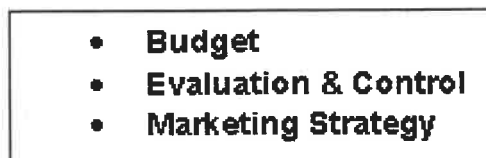


Figure 3

16. Marketing consists of lots of processes and elements. Which topic consists of the element in 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

<p>1. The satisfaction or dissatisfaction that the consumer feels about the purchase.</p> <p>2. Causes cognitive dissonance or discomfort.</p>
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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 refers to the statement in Figure 5 above?

- 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 Customer Share
 - 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 Mixed 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 occurs by sending an offer, announcement, reminder, or other item directly to a person at a particular address. This best describes:

- 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

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.

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

Question 2

A motive is a need that is sufficiently pressing to direct the person to seek satisfaction. As and Marketing manager, you have to:

- (a) Draw Maslow's Hierarchy of Needs. (10 marks)
- (b) Explain each level of the hierarchy. (15 marks)

Questions 3

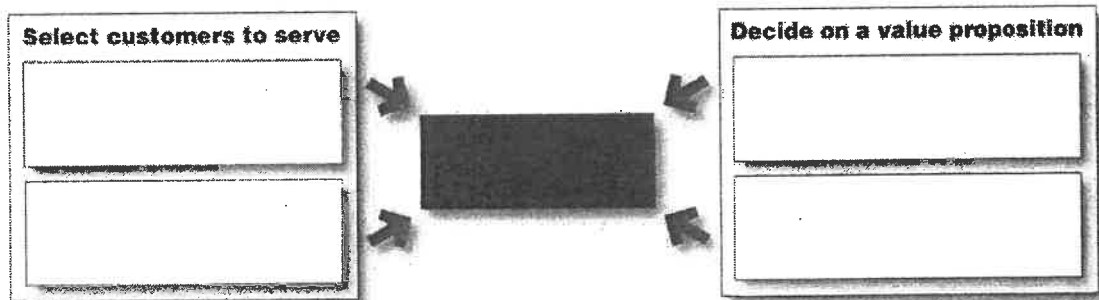
The product life cycle model is a valuable tool for marketers to optimize their strategies and maintain the product's success in the market.

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

Questions 4

Hazim and Hazmi plan to sell secondhand boutique shoes in Shopee. However, they are having a hard time deciding the price for their secondhand boutique shoes.

- (a) Explain **SIX (6)** ways on how they should respond when their competitor reduces the price. (12 marks)
- (b) Illustrate figure below. (13 marks)



(13 marks)

END OF EXAMINATION QUESTIONS