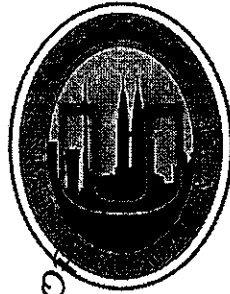


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UNIVERSITI KUALA LUMPUR BUSINESS SCHOOL

FINAL EXAMINATION
JANUARY 2016 SEMESTER

SUBJECT CODE : EDB 20503
SUBJECT TITLE : MARKETING STRATEGY
LEVEL : BACHELOR
TIME / DURATION : 9.00 AM - 12.00 P.M / 3 HOURS
DATE : 19th MAY 2016

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 FOUR (4) questions in Section A and THREE (3) questions ONLY in 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.

THERE ARE 3 PAGES OF QUESTIONS, EXCLUDING THIS PAGE.

JANUARY 2016

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SECTION A (Total: 40 marks).

INSTRUCTION: Answer FOUR (4) questions ONLY.

Please use the answer booklet provided.

Question 1

List and briefly describe **FIVE (5)** basic contents of a marketing plan.

(10 marks)

Question 2

Explain **FIVE (5)** implications of unethical practices in marketing.

(10 marks)

Question 3

For corporate growth strategies, there are **TWO (2)** directions that firms can go for future growth which are **Expansion** and **Diversification**. Elaborate each of them.

(10 marks)

Question 4

There are few components of macro-environment that can be used to analyze the macro trend. Briefly explain **FIVE (5)** of the components.

(10 marks)

Question 5

Give **FIVE (5)** reasons why do you think that online marketing is a good strategy.

(10 marks)

SECTION B (Total: 60 marks).

INSTRUCTION: Answer THREE (3) questions ONLY.

Please use the answer booklet provided.

Question 1

To exploit the advantages of diversification, corporate managers must make intelligent decisions about how to allocate financial and human resources across the firm's various businesses. Boston Consulting Group's (BCG) growth-share matrix is one of the analytical tools that has proven useful in such decisions. This model enables managers to classify and review their current and prospective businesses by viewing them as portfolios of investment opportunities and then evaluating each business's competitive strength and the attractiveness of the markets it serves. In depth, discuss the FOUR (4) elements of Boston Consulting Group's (BCG) growth-share matrix and provide relevant examples for each of them.

(20 marks)

Question 2

Most firms pursue a single competitive strategy by choosing one that best fits their market environments and competitive strengths. Robert Miles and Charles Snow identified a set of business strategies based on a business's intended rate of product-market development known as Aggressiveness Strategy. Describe in detail FOUR (4) strategic types of the Aggressiveness Strategy and provide relevant examples for each of them.

(20 marks)

Question 3

Porter's Five Competitive Forces model collectively determine an industry's long-term attractiveness. Taking into account the five competitive forces, what do you think lies ahead for the **worldwide automotive industry**? Do a critical analysis by using the Porter's **FIVE (5)** forces.

(20 marks)

Question 4

The product life cycle concept holds that a product's sales change over time in a predictable way and that products go through a series of five distinct stages. The various stages of the product life cycle present different opportunities and threats to the firm. Choose **ONE (1)** product and describe it based on the **FIVE (5)** stages of product life cycle. Graph the life cycle curves of the product on a chart.

(20 marks)

END OF EXAMINATION PAPER