Notes to Candidates:

1) The question paper consists of 9 pages and 3 sections.
2) Student is required to answer all questions in section A and B.
3) Student is required to answer only 2 questions in section C.
4) Return the question paper with your answer booklet.
INTRODUCTION TO MARKETING

Section A: Answer **ALL** multiple choice questions. (30 marks)

1. You are directed to study the factors that are larger societal forces that affect your company—demographic, economic, natural, technological, political, and cultural. What are you studying?
   A) The macroenvironment
   B) The microenvironment
   C) The marketing environment
   D) The marketing mix

2. Marketers should be aware of laws, government agencies, and pressure groups that influence or limit various organizations and individuals in a given society. This is the ______ environment.
   A) cultural
   B) political
   C) technological
   D) economic

3. Glory Sdn. Bhd. caters to a market of individuals and households that buy goods and services for personal consumption. What type of market does Glory Sdn. Bhd. target on?
   A) Reseller
   B) Government
   C) Consumer
   D) Marketing intermediary
4. Marketers can take a _______ by taking aggressive action to affect the public and forces in their marketing environments.
   A) proactive responses
   B) natural perspective
   C) natural management perspective
   D) relationship building perspective

5. _______ are consumer products and services with unique characteristics or brand identification for which a significant group of buyers is willing to make a special purchase effort.
   A) Shopping products
   B) Unsought products
   C) Specialty products
   D) Line extensions

6. Developing a product involves defining the benefits that it will offer to the market. These benefits are communicated and delivered by _______ such as quality, features, and design.
   A) private brands
   B) product attributes
   C) consumer products
   D) marketing tools

7. A _______ consists of all the product lines and items that a seller offers for sale.
   A) product mix
   B) brand line
   C) consumer mix
   D) packaging mix
8. For a fee, some companies _______ names or symbols previously created by other manufacturers, names of well-known celebrities, and/or characters from popular movies and books, any of which can provide an instant and proven brand name.
   A) service
   B) license
   C) market
   D) package

9. _______ occurs when two established brand names of different companies are used on the same product.
   A) A brand extension
   B) Brand equity
   C) Co-branding
   D) Internal marketing

10. A _______ involves the use of a successful brand name to launch new or modified products in a new category.
    A) line extension
    B) product line
    C) brand extension
    D) private brand

11. _______ is the amount of money charged for a product or service.
    A) Experience curve
    B) Demand curve
    C) Price
    D) Salary
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12. Rent, building insurances, and executive salaries are examples of _______ costs.
   A) fixed
   B) variable
   C) total
   D) accumulated

13. A firm is using ________ strategy when it charges a high, premium price for a new product with the intention of reducing the price in the future.
   A) price skimming
   B) trial pricing
   C) value pricing
   D) market-penetration pricing

14. Companies involved in deciding which items to include in the base price and which to offer as options are engaged in ________ pricing.
   A) product bundle
   B) optional-product
   C) captive-product
   D) skimming

15. Consumers usually perceive higher-priced products as ________.
   A) not within reach of most people
   B) having a higher quality
   C) having high profit margins
   D) unpopular brands

16. Which of the following is NOT a typical supply chain member?
    A) Reseller
    B) Supplier
    C) Wholesaler
    D) Government agency
17. _______ the manufacturer or service provider is the set of firms that supply the raw materials, components, parts, and information, needed to create a product or service.
   A) Downstream from
   B) Upstream from
   C) Separated from
   D) Parallel with

18. Marketing channel management calls for selecting, managing, ________, and evaluating channel members over time.
   A) reducing conflict
   B) reducing waste
   C) motivating
   D) terminating

19. A special blend of advertising, sales promotion, public relations, personal selling, and direct-marketing tools is called ________.
   A) direct marketing
   B) marketing mix
   C) the promotion mix
   D) competitive marketing

20. Which of the four major promotion tools includes building up a positive corporate image and handling unfavorable stories and events?
   A) Sales promotion
   B) Personal selling
   C) Direct marketing
   D) Public relations
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21. After determining its advertising objectives, the company's next step in developing an advertising program is to _______.
   A) set its advertising budget
   B) evaluate ad campaigns
   C) develop an ad strategy
   D) make message decisions

22. A product in the maturity stage will often require _______ advertising.
   A) informative
   B) comparative
   C) persuasive
   D) reminder

23. When “Digi” uses a yellow man, to represent its product, which type of execution style is being used?
   A) Mood or image
   B) Fantasy
   C) Personality symbol
   D) Musical

24. _______ consists of short-term incentives to encourage the purchase of a product or service.
   A) A patronage reward
   B) Advertising
   C) Sales promotion
   D) Publicity
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25. A manufacturer of stationery products, who employs regional salespeople to sell its products to wholesalers and cities, is an example of ________.
   A) sales promotion
   B) personal selling
   C) public relations
   D) direct marketing

26. A Marketing Information System (MIS) is used to assess information needs, ________________, and help decision makers analyze and use the information.
   A) experiment to develop information
   B) develop the needed information
   C) critique the needed information
   D) compare the needed information

27. Four common sources of internal data supplied to internal databases include the accounting department, operations, the sales force, and the ________.
   A) owners
   B) stockholders
   C) marketing department
   D) competition

28. ________ is the systematic collection and analysis of publicly available information about consumers, competitors, and developments in the marketing environment.
   A) Marketing intelligence
   B) Sales management
   C) Customer intelligence
   D) Competitive intelligence
29. Which of the following is NOT a potential source for marketing intelligence?
   A) Competitors' garbage
   B) Competitors' products
   C) Competitors' sales data published in annual reports
   D) Primary data

30. Your assistant wants to use secondary data exclusively for the current marketing research project. You advise him that the use of secondary data has some potential problems. Which of the following is NOT one of them?
   A) It may not exist.
   B) It may not be relevant.
   C) It may not be impartial.
   D) It is generally more expensive to obtain than primary data.
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Section B: Answer ALL questions. (20 marks)

1. Give THREE examples of convenience products. (6 marks)

2. Compare goods and services with any TWO attributes. (8 marks)

3. Explain and design direct and indirect marketing channels. (6 marks)

Section C: Answer any TWO questions. (50 marks)

1. Explain the Product Life Cycle (PLC) with showing a diagram and elaborating every phase involved in the PLC. (25 marks)

2. Decide on a “fictional” consumer product which you wish to bring to market. Propose and describe SIX promotional strategies to attract your target market. (25 marks)

3. What is Microenvironment? Illustrate a diagram and explain every factor of microenvironment. (25 marks)