



FINAL EXAMINATION
NOVEMBER 2023

COURSE TITLE	PRINCIPLES OF MARKETING
COURSE CODE	RMKT2113
DATE/DAY	19 FEBRUARY 2024 / MONDAY
TIME/DURATION	09:00 AM - 11:00 AM / 02 Hour(s) 00 Minute(s)

INSTRUCTIONS TO CANDIDATES :

1. Please read the instruction under each section carefully.
2. Candidates are reminded not to bring into examination hall/room any form of written materials or electronic gadget except for stationery that is permitted by the Invigilator.
3. Students who are caught breaching the Examination Rules and Regulation will be charged with an academic dishonesty and if found guilty of the offence, the maximum penalty is expulsion from the University.

(This Question Paper consists of 6 Printed Pages including front page)

*****DO NOT OPEN THE QUESTION PAPER UNTIL YOU ARE TOLD TO DO SO*****

This question paper contains TWO (2) sections. Answer ALL questions in the answer booklet provided. [60 MARKS]

SECTION A

(40 Marks)

There are TWENTY (20) questions in this section. Answer ALL questions in the answer booklet.

1. Which of the following is NOT an example of a product's tangible feature?
 - A. Brand equity
 - B. Packaging
 - C. Colour
 - D. Weight

2. ____ products are searched for extensively, and substitutes are not acceptable. These products may be quite expensive, and often distribution is limited.
 - A. Shopping
 - B. Unsought
 - C. Specialty
 - D. Capital item

3. ____ are industrial products that aid in the buyer's production or operations, including installations and accessory equipment.
 - A. Unsought products
 - B. Convenience products
 - C. Capital items
 - D. Specialty items

4. A well-known cosmetic company in Kuala Lumpur added new product lines to increase its business. In other words, it _____.
 - A. lengthened its existing product line
 - B. decreased its product line consistency
 - C. widened its product mix
 - D. engaged in market diversification

5. All of the following are functions of packaging EXCEPT _____.
 - A. contain and protect the product
 - B. guarantee product quality
 - C. facilitate recycling and reduce environmental damage
 - D. promote the product

6. The owner of a stall in Port Dickson graphed the demand per week for coconut shakes. The graph indicates a demand schedule that slopes downward and to the right. This graph indicates that the number of shakes demanded increases as _____.
- A. cost increases
 - B. supply decreases
 - C. price increases
 - D. price decreases
7. What sets the ceiling for product prices?
- A. Product manufacturing costs
 - B. Sellers' perceptions of the product's value
 - C. Customer perceptions of the product's value
 - D. Variable costs
8. As a short-term pricing objective, _____ can be effectively used temporarily to sell off excessive inventory.
- A. profit maximization
 - B. profit-oriented pricing
 - C. status quo pricing
 - D. sales maximization
9. Economic recession and the instant price comparisons made possible by the Internet have contributed to _____.
- A. decreased consumer price sensitivity
 - B. increased consumer price sensitivity
 - C. a less direct relationship between supply and demand
 - D. low brand equity for luxury goods
10. Which of the following is TRUE of market-penetration pricing?
- A. It should be used when the product's quality and image support a high price.
 - B. It involves setting a high price for a new product to appeal to the elite in society.
 - C. It results in drawing in large numbers of buyers quickly, winning a large market share.
 - D. It is best used in conjunction with a market-skimming pricing strategy.
11. Julie's produces thousands of packages of Julie's crackers each year, but consumers only want to purchase one package at a time. This difference between the amount Julie's produces and the amount a consumer wants to buy is referred to as a _____.
- . discrepancy of quantity
 - . discrepancy of assortment
 - . spatial discrepancy
 - . temporal discrepancy

12. MedSupplies Wholesaler provides health care products to pharmacies. It purchases bandages, gauze, antibacterial cream, and ointments from a variety of different manufacturers and resells them to pharmacies so that many of the items a customer might need for a cut will be available in the store. MedSupplies is aiding consumers by overcoming a _____.
- A. spatial discrepancy
 - B. discrepancy of quantity
 - C. discrepancy of assortment
 - D. demand discrepancies
13. Agents and brokers _____.
- A. have a great deal of control and risk invested in the goods
 - B. only represents manufacturers in sales situations
 - C. is on salary with the manufacturer
 - D. do not take title to merchandise
14. Body Shop, England Optical, and Guardian are examples of _____.
- A. department stores
 - B. convenience stores
 - C. category killers
 - D. specialty stores
15. What is the primary purpose of logistics in marketing?
- A. Enhancing product design
 - B. Managing the ownership flow of the product
 - C. Optimising the physical flow of the product
 - D. Conducting market research
16. Dynamo laundry detergent has been promoted with television commercials, radio spots, and magazine advertisements. In the communication process, these media served as _____ for transmitting the message.
- A. senders
 - B. decoders
 - C. encoders
 - D. channels
17. In the communication process, a Cactus mineral water advertisement would be considered as _____.
- A. encoding
 - B. decoding
 - C. the product
 - D. the message

18. Just as Mellika was in sight of a billboard for MrDIY, a large lorry drove by. Mellika was so concerned with watching where the large lorry went that she missed seeing the billboard. In terms of the communication process, the lorry acted as _____.
- A. media interrupters
 - B. negative feedback
 - C. static
 - D. noise
19. A(n) _____ is a limit on the quantity of goods that an importing country will accept in certain product categories.
- A. embargo
 - B. tariff
 - C. benchmark
 - D. quota
20. NatureTub, a manufacturer of skin care products, uses only plant-based materials for its cosmetic products. It supports several environmental protection movements and movements defending human rights. This accounts for the company's efforts to build good will and corporate social responsibility. This exemplifies the _____ concept.
- A. sustainable marketing
 - B. ambush marketing
 - C. consumerism
 - D. environmentalism

SECTION B

(20 Marks)

There are **TWO (2)** questions in this section. Answer **ALL** questions in the answer booklet.

1. "Marketing a service is difficult as it has unique characteristics compared to goods". Using an example of a service, describe any **TWO (2)** characteristics of service that the statement refers to. (10 marks)
2. There are lots of ways to promote a product to attract customers' attention. Describe any **TWO (2)** of the promotion tools. (10 marks)

***** END OF QUESTION PAPER *****

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