



## FINAL EXAMINATION NOVEMBER 2023

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<b>COURSE TITLE</b>	<b>INTRODUCTION TO MARKETING</b>
<b>COURSE CODE</b>	<b>RMKT1113</b>
<b>DATE/DAY</b>	<b>16 FEBRUARY 2024 / FRIDAY</b>
<b>TIME/DURATION</b>	<b>09:00 AM - 11:00 AM / 02 Hour(s) 00 Minute(s)</b>

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### 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 4 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. [30 MARKS]

**SECTION A**

**(10 Marks)**

There are TEN (10) questions in this part. Answer ALL questions in the answer booklet.

1. Which of the following is **NOT** a common pricing objective?
  - A. Market penetration
  - B. Market skimming
  - C. Revenue maximization
  - D. Reducing competition
  
2. When a company prices products to align with or slightly undercut competitors' prices, it is using which pricing strategy?
  - A. Skimming pricing
  - B. Penetration pricing
  - C. Competitive pricing
  - D. Premium pricing
  
3. According to the law of demand, what happens to the demand for a product as the price increases? According to the law of demand, what happens to the demand for a product as the price increases?
  - A. Demand will remain constant
  - B. Demand will decrease
  - C. No change in demand
  - D. Demand will increase
  
4. Which of the following is **NOT** a common factor considered when deciding on the channel of distribution?
  - A. Company size and resources
  - B. Competitor strategies and actions
  - C. Customer needs and expectations
  - D. None of the above

5. What is the difference between direct and indirect distribution?
- A. There is no difference between direct and indirect distribution.
  - B. Direct distribution involves selling to retailers, while indirect distribution involves selling to consumers.
  - C. Direct distribution involves selling to wholesalers, while indirect distribution involves selling to consumers.
  - D. Direct distribution involves selling to consumers, while indirect distribution involves selling to wholesalers or retailers.
6. What type of distribution channel strategy involves placing products in as many retail outlets as possible to maximize availability?
- A. Indirect distribution
  - B. Exclusive distribution
  - C. Intensive distribution
  - D. Selective distribution
7. Which promotional tool involves creating and maintaining a favorable public image for a company?
- A. Sales promotion
  - B. Public relations
  - C. Personal selling
  - D. Advertising
8. What is the purpose of sales promotion in promotion mix?
- A. To create long-term brand awareness
  - B. To provide information about a product
  - C. To generate immediate sales or customer responses
  - D. To manage public relations
9. Which of the following is an example of ethical advertising?
- A. Exaggerating product benefits in advertisements
  - B. Promoting unhealthy products to children
  - C. Providing accurate and verifiable information in ads
  - D. Targeting vulnerable populations

10. Why is understanding cultural differences important in international marketing?
- A. To avoid legal issues
  - B. To ensure the product fits the local market needs and preferences
  - C. To minimize production costs
  - D. To understand currency variations

**SECTION B**

**(20 Marks)**

There are **THREE (3)** questions in this part. Answer **ALL** questions in the answer booklet.

1. List **FIVE (5)** elements that influence pricing decisions. (5 marks)
  
2. Describe **FIVE (5)** elements of the promotional mix. (10 marks)
  
3. State **FIVE (5)** importance of ethics in marketing and how they can impact a brand's reputation. (5 marks)

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