



FINAL EXAMINATION
MARCH 2024

COURSE TITLE	PRINCIPLES OF MARKETING
COURSE CODE	RMKT2113
DATE/DAY	21 JUNE 2024 / FRIDAY
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 10 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. [60 MARKS]

SECTION A (40 Marks)

There are FORTY (40) questions in this section. Answer ALL questions in the OMR form.

1. Which of the following is an example of a pure tangible good?
 - A. A laptop with a comprehensive warranty for three years
 - B. An online shoe retailer that provides free home delivery
 - C. An agency that offers free legal advice
 - D. A bag of potato chips

2. Product planners need to consider products and services on three levels. Each level adds more customer value. The most basic level is _____, which addresses the question, "What is the buyer really buying?"
 - A. an actual product
 - B. an augmented product
 - C. core customer value
 - D. exchange value

3. A product's _____ identifies the product or brand, describes several things about the product, and promotes the brand.
 - A. portfolio
 - B. label
 - C. design
 - D. feature

4. Quasar Corp. is an automobile manufacturer that produces efficient, durable, and low-priced cars. Recently, the company launched a new range of luxury cars to broaden its market appeal and add prestige to its existing line of cars. This is an example of _____.
 - A. social marketing
 - B. product line filling
 - C. product line stretching
 - D. internal marketing

5. Once managers of The Grace Bakers have decided on their product concept and marketing strategy, they can evaluate the business attractiveness of the proposal in the _____ stage of the new product development process.
- A. test marketing
 - B. business analysis
 - C. business process reengineering
 - D. concept testing
6. Midnight Magic, a perfume manufacturing company, plans to release a new fragrance during the holiday season at RM499 per bottle. The company intends to bring the price down to \$399 within six months of its release to attract buyers who couldn't afford the initial price. Which of the following pricing strategies is Midnight Magic using?
- A. Market-skimming
 - B. Cost-plus
 - C. Market-segmentation
 - D. Market-penetration
7. Go Zone will introduce four tablet models over the next year. These models range from basic readers at RM990 per unit, to more sophisticated tablets at RM3990 per unit. The more features a model has, the more expensive it is. What pricing strategy is Tone Zone using for its range of tablets?
- A. Product line pricing
 - B. Product bundle pricing
 - C. Captive product pricing
 - D. Optional product pricing
8. Multiprint, a printer manufacturing firm, sells ink cartridges for each of its specific models. Only Multiprint cartridges are compatible with Multiprint printers, and no two models share the same specifications. What type of pricing does Multiprint use?
- A. Product line pricing
 - B. Captive product pricing
 - C. Optional product pricing
 - D. By-product pricing
9. Using _____ pricing, companies are able to turn their trash into cash, allowing them to make the price of their main product more competitive.
- A. product bundle
 - B. optional product
 - C. captive product
 - D. by-product

10. Lain Renovations has a history of problems with customers who do not pay their bills on time. Lain Renovations wants to improve its cash situation, reduce bad debts, and reduce credit-collection costs. Which of the following forms of pricing would most likely help the firm achieve its goal?
- A. By-product pricing
 - B. Zone pricing
 - C. Cash discounts
 - D. Quantity discounts
11. In a(n) _____ channel, the same member both produces and distributes a product or service to consumers.
- A. tiered
 - B. direct
 - C. vertical
 - D. exclusive
12. Ocean Spray sells its air fresheners only through Ray's Drugs. This is an example of _____ distribution.
- A. exclusive
 - B. selective
 - C. intensive
 - D. indirect
13. Reusing, recycling, refurbishing, or disposing of broken, unwanted, or excess products returned by consumers or resellers is known as _____.
- A. cross merchandising
 - B. reverse logistics
 - C. disintermediation
 - D. diverse logistics
14. Major logistics functions are logistics information management, inventory management, transportation, and _____.
- A. advertising
 - B. product design
 - C. financial projections
 - D. warehousing

15. Heart of Midnight sells blue orchids to major florists around the world. Their key requirement is speed. Which of the following modes of transport will help them?
- A. Rail transport
 - B. Air carriers
 - C. Trucks
 - D. Water transport
16. Retail stores owned and operated as a group by a single organization are called _____. Under this form of ownership, the administrative and purchasing tasks are typically handled by the headquarters.
- A. home base stores
 - B. independent retailers
 - C. franchisees
 - D. chain stores
17. Housing several departments under one roof, a _____ carries a wide variety of shopping and specialty goods and provides a high level of service.
- A. department stores
 - B. convenience stores
 - C. category killers
 - D. specialty stores
18. James wants to open a small store that offers only products, knowledge and advice for those who like to build Hot Rods, Street Rods, and refurbish classic cars. Which of the following types of stores would most likely support an effective launch of his business idea?
- A. Department stores
 - B. Convenience stores
 - C. Category killers
 - D. Specialty stores
19. Prices are usually higher in convenience stores than in supermarkets because convenience stores offer _____.
- A. a wider variety of products
 - B. a higher level of customer services
 - C. better location, longer hours, and faster service
 - D. higher quality goods

20. A publisher of books on holiday decorating, cooking, and crafts has to find a way to dispose of its overrun and unsold end-of-season output. As a marketing consultant, you suggest the firm sell the merchandise to _____.
- A. mass merchandisers
 - B. convenience stores
 - C. department stores
 - D. off-price discount retailers
21. The use of short-term incentives to encourage the purchase or sale of a product or service is called _____.
- A. direct and digital marketing
 - B. sales promotion
 - C. personal selling
 - D. public relations
22. Primetop, a home appliance manufacturer, uses sales representatives to sell its products to wholesalers and individual customers. This is an example of _____.
- A. sales promotion
 - B. personal selling
 - C. public relations
 - D. direct and digital marketing
23. Which of the following promotion categories is most likely to use the promotion tools of press releases, sponsorships, events, and Web pages?
- A. Sales promotion
 - B. Direct and digital marketing
 - C. Advertising
 - D. Public relations
24. Today, most companies are adopting the concept of _____, which carefully combines and coordinates the company's many communication channels to deliver a clear, consistent, and compelling message about the organization and its brands.
- A. integrated marketing communications
 - B. pull strategy
 - C. nonpersonal communication channels
 - D. buzz marketing

25. The decision to use an NBA star player to communicate the desirability of Nike basketball shoes represents the _____ process of the communication model.
- A. sourcing
 - B. messaging
 - C. decoding
 - D. encoding
26. In the communication process, the reaction of the receiver after being exposed to a message is called the _____.
- A. response
 - B. disturbance
 - C. noise
 - D. distortion
27. A consumer is reading a magazine with an advertisement, but due to a loud sound he is distracted from reading the advertisement and is not able to grasp its key points. In the context of the communication process, this unplanned static or distortion is called _____.
- A. noise
 - B. encoding
 - C. feedback
 - D. response
28. Which of the following is the first step in developing an effective integrated communications and promotion program?
- A. Designing a message
 - B. Identifying the target audience
 - C. Determining the communication objectives
 - D. Choosing the media through which to send a message
29. Boson Car is introducing consumers to its new car with the help of an advertisement campaign. This introductory campaign most likely aims to affect the _____ stage of buyer-readiness.
- A. liking
 - B. awareness
 - C. preference
 - D. conviction

30. An appeal that attempts to stir up either negative or positive sentiments that can motivate purchase is called a(n) _____ appeal.
- A. rational
 - B. structural
 - C. emotional
 - D. moral
31. Which of the following is a risk associated with international trade?
- A. Technological obsolescence
 - B. Highly unstable governments
 - C. Market monopolization
 - D. Lack of trade barriers
32. Which of the following major decisions should a company make immediately after it decides to operate internationally?
- A. Deciding which markets to enter
 - B. Deciding how to enter the market
 - C. Deciding on the global marketing organization
 - D. Deciding on the global marketing program
33. A(n) _____ economy is rich in one or more natural resources but poor in other ways and much of its revenue comes from exporting its natural resources.
- A. industrial
 - B. industrializing
 - C. raw material exporting
 - D. subsistence
34. Market size, market growth, the cost of doing business, competitive advantage, and risk level all help a company _____.
- A. determine a market's potential
 - B. determine a country's degree of globalization
 - C. evaluate its marketing objectives
 - D. evaluate its value delivery network
35. The _____ concept calls for socially and environmentally responsible actions that meet both the immediate and future needs of customers and the company.
- A. sustainable marketing
 - B. ambush marketing
 - C. consumerism
 - D. environmentalism

36. At the most basic level of environmental sustainability, a company can practice _____.
- A. pollution prevention
 - B. product stewardship
 - C. beyond greening activities
 - D. sustainability vision
37. Dan's Pharmacy sells medicine to consumers for RM20 that only costs RM2 to produce. Critics accuse Dan's of _____.
- A. deceptive promotion
 - B. deceptive packaging
 - C. false advertising
 - D. excessive markups
38. Recently, a class-action lawsuit was brought against BigBurger, a fast-food chain, charging that its food has contributed to the nationwide obesity epidemic. The suit was eventually dismissed, but many critics continue to point out the health dangers of typical "fast-food" menu items. These critics are most likely concerned that the fast-food industry has provided _____.
- A. deceptive promotions
 - B. deceptive pricing
 - C. deceptive packaging
 - D. harmful products
39. _____ involves persuading people to buy goods they had no thought of buying.
- A. Sustainable marketing
 - B. High-pressure selling
 - C. Strategic marketing
 - D. Redlining
40. Trendy Teens manufactures fashionable clothing and accessories for the tween and teen female markets. New merchandise with a very different look is rolled out each season and heavily promoted as the "must-have" style in a variety of media. This information indicates that Trendy Teens is most likely to be criticized for _____.
- A. deceptive promotions
 - B. shoddy products
 - C. high-pressure selling
 - D. perceived obsolescence

SECTION B

(20 Marks)

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

Question 1

(10 marks)

Each product will have a life cycle. Use a product example to explain the FIVE (5) phases of the product's life cycle.

Question 2

(10 marks)

Price and other marketing mix variables are considered before the marketing program is set. Describe the process of setting customer value-based pricing for a product.


UNIRAZAK
UNIVERSITI TUN ABDUL RAZAK
Copying, modifying, or reprinting, is not permitted.

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