

**FINAL EXAMINATION****COURSE NAME : FUNDAMENTALS OF MARKETING****COURSE CODE : PMK1213****DURATION : 02 HOURS****INSTRUCTIONS TO CANDIDATES:**

1. This question paper consists of **THREE (3)** parts :
 - : PART A (20 questions)
 - : PART B (20 questions)
 - : PART C (02 questions)
2. Answer ALL questions from PART A PART B and PART C.
 - i. Answer PART A in the Objective Answer Sheet.
 - ii. Answer PART B in the True or False Answer Sheet.
 - iii. Answer PART C in the Answer Booklet provided.
3. Please check to make sure that this examination pack consists of :
 - i. The Question Paper
 - ii. An Objective Answer Sheet
 - iii. A True or False Answer Sheet
 - iv. An Answer Booklet
4. Do not bring any material into the examination hall unless permission is given by the invigilator.
5. Please write your answer using a ball-point pen.

MYKAD NO. : _____

ID. NO. : _____

LECTURER : _____

SECTION : _____

DO NOT OPEN THIS QUESTION PAPER UNTIL YOU ARE TOLD TO DO SO

The question paper consists of 09 printed pages

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PART A: MULTIPLE CHOICE

Choose the BEST ANSWER.

1. (1 point)

Inviting broad communities of people, customers, employees, independent scientists and researchers, and even the public at large into the new product innovation process refers to _____.

- A. crowdfund
- B. outsourcing
- C. crowdsourcing
- D. internal sourcing

2. (1 point)

The _____ process involves a review of the sales, costs, and profit projection for a new product to find out whether they satisfy the company's objective.

- A. test marketing
- B. concept testing
- C. market research
- D. business analysis

3. (1 point)

The actual creation of the physical product or service occurs in _____ stage.

- A. concept testing
- B. idea generation
- C. market research
- D. product development

4. (1 point)

The new product development process consists of _____ processes.

- A. 5
- B. 6
- C. 7
- D. 8

5. (1 point)

In _____ stage, the company will use a heavy sales promotion strategy to entice trial.

- A. introduction
- B. growth
- C. maturity
- D. decline

6. (1 point)

In the product life cycle, the product becomes well-known, and sales continue to increase but at a reduced rate of growth is referred to as _____ stage.

- A. growth
- B. decline
- C. maturity
- D. introduction

7. (1 point)

What is the first step to set the price using a cost-based pricing strategy?

- A. Design a good product
- B. Set price based on cost
- C. Determine the product cost
- D. Convince buyers of the product's value

8. (1 point)

The pricing strategy that offers the right combination of quality and good service at a fair price is known as _____ pricing.

- A. value-added
- B. good-value
- C. cost-value
- D. cost-plus

9. (1 point)

Overhead or _____ costs are costs that do not vary with production or sales level.

- A. total
- B. fixed
- C. variable
- D. maximum

10. (1 point)

In _____ competition, the market consists of a few sellers who are highly sensitive to each other's pricing and marketing strategies.

- A. pure
- B. pure monopoly
- C. oligopolistic
- D. monopolistic

11. (1 point)

A company produces _____ as a result of producing the main product for human consumption, can even turn out to be profitable turning trash into cash.

- A. by-product
- B. product bundle
- C. captive product
- D. optional product

12. (1 point)

The 'X' party of the external environment can decide on price control such as ceiling or floor price. What party represents 'X'?

- A. Reseller
- B. Consumer
- C. Competitor
- D. Government

13. (1 point)

What type of Vertical Marketing System (VMS) is characterized by leadership through the size and power of one or a few dominant channel members?

- A. Corporate
- B. Corporative
- C. Contractual
- D. Administered

14. (1 point)

_____ is a set of interdependent organizations that help make a product or service available for use or consumption by the consumer or business user.

- A. Physical flow
- B. Marketing channel
- C. Supply chain
- D. Channel members

15. (1 point)

A _____ consists of one or more independent producers, wholesalers and retailers.

- A. conventional distribution channel
- B. multichannel distribution system
- C. horizontal marketing system
- D. vertical marketing system

16. (1 point)

_____ distribution is giving a limited number of dealers the exclusive right to distribute the products.

- A. Intensive
- B. Selective
- C. Targeted
- D. Exclusive

17. (1 point)

A single firm sets up two or more marketing channels to reach one or more customer segments is known as _____ system.

- A. mediator members
- B. wholesalers
- C. conventional marketing
- D. multichannel distribution

18. (1 point)

The goal of the logistics system is to _____.

- A. minimize profit
- B. maximize sales
- C. maximize customer satisfaction
- D. provide a targeted level of customer service at the least cost.

19. (1 point)

_____ is a type of service offered by those retailers who serve customers who are willing to perform their own "locate-compare-select" process in order to save money.

- A. Limited-service
- B. Self-service
- C. Full-service
- D. Specialty-service

20. (1 point)

The use of short-term incentives to encourage the purchase or sale of a product or service is called _____.

- A. sales promotion
- B. personal selling
- C. public relations
- D. publicity

PART B: TRUE OR FALSE

Indicate whether the statement is TRUE or FALSE.

1. **(1 point)**
When a company generates a new idea to produce new products, it is considered an idea generation in the new product development process.
2. **(1 point)**
The product will be launched within a particular region so the marketing mix strategy can be monitored and if needed, be modified before national launch in the test marketing process.
3. **(1 point)**
The commercialization process involves introducing new products into the market and deciding where to launch in a single location, region, national market, or international market.
4. **(1 point)**
When the cost of product development is higher than expected by the company, it may lead to product failure.
5. **(1 point)**
During the maturity stage in product life cycle, the sales of that product will decline due to shifts in consumer's tastes and technological advancements.
6. **(1 point)**
The company will be doing the market modification, product modification, and marketing mix in the declining stage.
7. **(1 point)**
Price is one of the key factors that determine a company's market share and profitability.
8. **(1 point)**
Good-value pricing means simply charging what customers want to pay or setting fair prices while value-added pricing involves attaching value-added features and services and charging higher prices.
9. **(1 point)**
Monthly rental and executive salaries are examples of variable costs that a company must pay regardless of the level of output in the business and do not vary with production or sales level.
10. **(1 point)**
The monopolistic competition is the market that consists of many buyers and sellers who trade over a range of prices rather than a single market price.

11. **(1 point)**
In the product mix pricing strategy, bundling involves combining multiple products sold together at a lower price than the individual items purchased separately.
12. **(1 point)**
Malaysia Airlines System (MAS) is an example of a company that uses a cost-based pricing strategy that sets lower prices resulted in smaller margins but greater sales and profits.
13. **(1 point)**
The physical flow of products is one of the types of flow connecting consumer marketing channels.
14. **(1 point)**
Vertical conflict is the most common conflict that happens between different levels of the same channel.
15. **(1 point)**
Producers make broad assortments of products in large quantities, but consumers want narrow assortments of products in small quantities.
16. **(1 point)**
The serve-firm-sponsored retailer's franchise system is one of the types of franchise organization in contractual VMS.
17. **(1 point)**
Dyson used selective distribution in selling their major appliances through dealer networks and selected large retailers.
18. **(1 point)**
Piggyback is an example of multimodal transportation that combining rail and trucks.
19. **(1 point)**
A discount store buys at less-than-regular wholesale prices and charges consumers less than retail.
20. **(1 point)**
Direct and digital marketing includes catalogues, e-mail, direct mail, social media, and mobile marketing.

PART C: ESSAY

Answer ALL questions

1. (10 points)

Retail stores come in all shapes and sizes. They can be classified in terms of several characteristics, including the amount of service they offer, the breadth and depth of their product lines, the relative price they charge, and how they are organized.

Explain any **FIVE (5)** types of retailers based on product lines retailers with an example for each type.

2. (10 points)

Mrs. Safiya is appointed as a Public Relations Officer (PRO) for her company. The main activities in the Public Relation Department are designed to engage and build good relations with the company's various publics.

Discuss any **FIVE (5)** functions of public relations that Mrs. Safiya needs to engage as a PRO.

END OF QUESTION PAPER