UNIVERSITI UTARA MALAYSIA

PEPERIKSAAN AKHIR SEMESTER PERTAMA SESI 2009/2010
FINAL EXAMINATION FIRST SEMESTER SESSION 2009/2010

KOD/NAMA KURSUS : BPMM3073 / SEMINAR PEMASARAN
                  BPMM3073 / MARKETING SEMINAR

TARIKH / DATE     : 12 NOVEMBER 2009 (KHAMIS / THURSDAY)
MASA / TIME       : 8.30 PM - 11.00 PM (2 1/2 JAM / HOURS)
TEMPAT / VENUE    : DMS , KYM

ARAHAN :
1. Buku soalan ini mengandungi LIMA (5) soalan dalam SATU (1) halaman bercetak tidak termasuk kulit hadapan.
2. Sila jawab SEMUA soalan di dalam kertas jawapan yang disediakan.
3. Pelajar tertakluk di bawah TATACARA PERATURAN KECURANGAN AKADEMIK UUM.

INSTRUCTION:
1. This book script contains FIVE (5) questions in ONE (1) printed pages excluding the cover page.
2. Answer ALL the questions in the answer sheet provided.
3. Students are bounded by UUM'S RULES AND PROCEDURES ON ACADEMIC FRAUD.

NO. MATRIK :

MATRIC NO. (dengan perkataan/with word) (dengan angka/with number)

NO. KAD PENGENALAN :
IDENTIFICATION NO.

NAMA PENSYARAH :
LECTURER'S NAME

KUMPULAN :
GROUP

NOMBOR MEJA:
TABLE NO.

JANGAN BUKA KERTAS SOALAN INI SEHINGGA DIBERI ARAHAN
PLEASE DO NOT OPEN THE QUESTION PAPER UNTIL INSTRUCTED

SULIT/CONFIDENTIAL
Question 1

There are some issues in building strong brands in emerging markets. Coke, McDonald’s, Levis and Kellog’s have an expansive global presence and are benchmark brands in their product categories. They are not just brands—they define lifestyle. In view of their size and presence, they can be called global power brands. However, poor market assessment causes value dysfunctionality, improper communication results in image dysfunctionality. Discuss THREE (3) major factors that lead to image dysfunctionality.

(20 marks)

Question 2

The issue of ethics in marketing continues to be a concern for marketing practitioners, educators and researchers. Virtually every business manager would agree that ethical implications are often inherent in marketing decisions. Based on the above statement, answer the following questions:

a. What is ‘ethics’?

(5 marks)

b. Discuss ethical and social responsibility that a company needs to adhere, to ensure that it is not branded as unethical company.

(15 marks)

Question 3

Based on the article, a conceptual model of service quality and its implications for future research (Parasuraman, Zeithaml & Berry, 1985), discuss FIVE (5) determinants of service quality.

(20 marks)

Question 4

Consumer perceptions of price, quality and value are considered pivotal determinants of shopping behavior and product choice as discussed by Zeithaml in Consumer perceptions of price, quality and value: A means-end model and synthesis of evidence paper. In his exploratory study, Zeithaml found that many respondents agreed on the cues that signaled quality, however they differed considerably in expressions of value. Discuss the FOUR (4) concepts of perceived value as discussed by Zeithaml.

(20 marks)

Question 5

Discuss the importance of marketing myopia for marketers. Provide examples.

(10 marks)

Discuss how marketing concept can be applied in non-profit organization.

(10 marks)