SECTION A

Answer 10 questions only (30%)

Give a short explanation the marketing concepts below. Examples will be given marks.

1. Marketing concept
2. Cash Cow
3. Marketing Strategy
4. Administered vertical marketing system
5. Brand
6. Department Store
7. Retailing
8. Personal Selling
9. Sales Quota
10. Market leader
11. Psychographic segmentation
12. Business Portfolio
Answer four questions only in this section (40%)

Discuss the following marketing concepts. Answers to each question should not be more than one and a half pages only.

1. What is the difference between marketing management and sales management.
   
   (10 marks)

2. How could the knowledge of marketing assist you professionally as well as personally. Give examples.

   (10 marks)

3. What is the number of channel levels usually used by the following companies. Give the reasons why such marketing channels are used.
   A) Zaiton Industries
   B) Benson and Hedges
   C) Amway Products

   (10 marks)

4. What will be the future of retailing in Malaysia? Discuss an expansion marketing strategy that you think will benefit the owners of supermarkets in Malaysia.

   (10 marks)

5. Discuss what it meant by push strategy and pull strategy in the promotion mix. Give two examples of firms which practice each type of the strategy stated above.

   (10 marks)

6. You are a furniture merchant holding first degree in business administration and is operating in Penang. What will be your marketing strategy if you are planning to join the international trade.

   (10 marks)
SECTION C

CASE DISCUSSION (30%)

Please read the following case carefully and answer all questions at the end of the passage.

Case title: Matahari Supermarket

Several matahari supermarkets have been located in the upperclass of Damansara Hill in Kuala Lumpur. For the past ten years this supermarket enjoys an excellent reputation for a wide range of high-quality high-priced, difficult-to-find food items. Matahari supermarket caters almost exclusively to the upper-income market segment. The number of supermarkets in this area has been increasing steadily from year to year. Matahari has experienced a slowing in its growth trend. Dollar sales are up significantly, but unit volume is only ahead of last year in most of Matahari locations in established neighborhoods. Profit margins have also been squeezed.

Management is considering a number of alternatives as possible remedies. One of these is establishment of the Matahari brand name on several product lines. Matahari has carried only the highest-quality brands in the past, and the management is questioning whether the use of a private label would be appropriate in Matahari prestige stores. Another possibility under review is the addition of generic lines. During the last meeting of the management, it was pointed out that the lower prices of generics have a strong appeal to consumers during inflationary times. The attraction is even stronger during recessions, when there is high unemployment. Furthermore, profit margins on the generics could be expected to be about the same as the current average, with only slightly reduced quality that would be barely detectable by consumers.

QUESTIONS

1. What type of product lines decision was brought up in the case when the management suggested the alternatives as such.
2. With the addition of generics, what implications will this action have on product lines, quality, prestige of the supermarket and on sales?

3. Do you agree with management arguments that generics will overcome the current problem.

4. If you one of the supermarket's managers, what will be your suggestion to the problem.