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<th>ARAHAN</th>
<th>Jawab semua soalan.</th>
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<th>NO. MATRIK</th>
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<td>NO. KAD PENGENALAN</td>
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<tr>
<td>NAMA PENSYARAH</td>
<td>: PROF. MADYA DR. ZOLKAFLI HUSSIN</td>
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JANGAN BUKA SOALAN INI SEHINGGA DIBERI ARAHAN

SULIT
1. There is a complain saying that "Recently, it is difficult to explicitly identify which one is a retailer and which one is a wholesaler". Explain:
   i. Why there is such complain.
   ii. What are the benefits of having retailer and wholesaler in a marketing system.

(25 marks)

2. Assume that you want to introduce a new product (a high-tech video camera) into the market. Describe the process that you would under take to introduce the product, which include:
   i. how would you identify and select your target market?
   ii. How would you position your product in the selected target market?

(25 marks)

3. There are at least four major marketing promotional tools.
   i. Explain the four major marketing promotional tools.
   ii. How would you utilize these tools in accordance with the life cycle of a consumer product? Provide an example of a product.

(25 marks)

4. i. What are the major components of a marketing plan?
   ii. What are the benefits of a marketing plan to a business operator?

(25 marks)