UNIVERSITI UTARA MALAYSIA

PEPERIKSAAN AKHIR SEMESTER
PROGRAM SISWAZAH
SEMESTER MEI, SESI 2001/2002

KOD KURSUS : PM5013 MARKETING MANAGEMENT

TARIKH : 1 Oktober 2001

MASA : 10.00 am – 12.30 pm (2 ½ jam)

TEMPAT : Bilik DS 1, Sekolah SiswaZah

ARAHAN :

Jawap mana-mana DUA Soalan
(Answer any TWO questions)

NO MATRIK :

NAMA :

NAMA PENSYARAH : En. Mohamad Zainol Abidin Adam

JANGAN BUKA SOALAN SEHINGGA DI BERI ARAHAN

SULIT
1. (a) Explain briefly the four social factors that affect consumer buying decisions. Give examples for each.

(5 Marks)

(b) Identify and discuss the marketing environment that you think might affect enrollment at University Utara Malaysia. What strategies might the University use to take the advantage of the opportunity or minimise the threats from these marketing environments?

(15 Marks)

2. (a) The product’s stage in its life cycle often determines which type of advertising is to be used -- pioneering advertising, competitive advertising or comparative advertising. Describe each type and give appropriate examples.

(5 Marks)

(b) Discuss the effect of advertising has on each of these factors: market share, consumer, brand loyalty and perception of product attributes. Give examples in your discussion.

(15 Marks)

3. (a) Promotion can perform 3 different tasks. Describe and give examples for each task.

(5 Marks)

(b) Promotion mixes vary a great deal from one product and one industry to another. As a Promotion Manager of a firm, you know that there are various factors that affect your choice of a particular promotion mix. Discuss these factors and give examples in your discussion.

(15 Marks)
4. (a) Describe the 5 stages that consumers of a new product move through in deciding whether or not to use the product.

(5 Marks)

(b) Despite the importance of developing new products, a large percentage of them failed. Give THREE reasons why products failed in the market. As a New Product Development Manager, what are the factors that you think will contribute to the success of a new product. Discuss with appropriate examples.

(15 Marks)

5. (a) Each of the four categories on the Boston Consultant Group Matrix model leads to different marketing strategies. Explain the strategies used for each category. Give appropriate examples.

(5 Marks)

(b) Marketing Managers use the product life cycle concept as an analytical tool to forecast a product’s future and devise an effective marketing strategy. Discuss the stages in the product life cycle and also the possible strategies that could be followed by a firm in each of the stages. Provide appropriate examples to strengthen your answer.

(15 Marks)

6. (a) Describe the varying degrees of distribution intensity – intensive distribution, exclusive distribution and selective distribution. Give examples of each type of distribution.

(5 Marks)

(b) Identify a retail outlet in your community. Discuss the retail marketing strategies that can be used by this retail outlet to ensure its success in the market place. Which strategy do you think is the most important that will contribute to its success and Why?

(15 Marks)

END