



UNIVERSITY COLLEGE TATI (UC TATI)

FINAL EXAMINATION QUESTION BOOKLET

COURSE CODE : DTG 2253

COURSE : MARKETING

SEMESTER/SESSION : 1-2022/2023

DURATION : 3 HOURS

Instructions:

1. This booklet contains 5 questions. Answer ALL questions.
2. All answers should be written in answer booklet.
3. Write legibly and draw sketches wherever required.
4. If in doubt, raise your hand and ask the invigilator.

DO NOT OPEN THIS BOOKLET UNTIL YOU ARE TOLD TO DO SO
THIS BOOKLET CONTAINS 3 PRINTED PAGES INCLUDING COVER PAGE

QUESTION 1

- a) Define the term 'Marketing'. (2 marks)
- b) Explain **FOUR (4)** roles marketing plays in individual firms and society as a whole. (8 marks)
- c) Discuss **FIVE (5)** challenges faced by organization in implementing a good marketing strategy (10 marks)

QUESTION 2

- a) Explain **FOUR (4)** factors that influence consumer buying behavior. (8 marks)
- b) Describe **THREE (3)** common segmentation bases used by marketers to segment consumer market. (6 marks)
- c) Differentiate between targeted marketing versus mass marketing (4 marks)
- d) Discuss **FIVE (5)** benefits of segmenting and targeting markets (10 marks)

QUESTION 3

- a) Demonstrate **FOUR (4)** types of channel partners. (8 marks)
- b) Illustrate **FOUR (4)** factors that influence the Promotion Mix chosen by marketers. (8 marks)
- c) Demonstrate **THREE (3)** public relations activities and tools. (6 marks)

QUESTION 4

- a) Illustrate **FOUR (4)** types of consumer offerings. (8 marks)
- c) Explain **FOUR (4)** stages in Product Life Cycle (PLC). (8 marks)

QUESTION 5

- a) You have been appointed as a new marketing manager for a Malaysian sport brand called 'Deras'. Your first assignment is to bring this brand to international market. Illustrate **FIVE (5)** strategies that you can use to market Deras internationally. (10 marks)
- b) Discuss the following term:
- i- Joint venture
 - ii- Import and export (4 marks)

-----End of question-----

