



WORKBOOK FUNDAMENTAL OF MARKETING



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WORKBOOK



DPM20033

FUNDAMENTAL OF MARKETING

THIS WORKBOOK BELONG'S TO:

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Acknowledgment

Praise be to Allah the Almighty for bringing this workbook into existence. Our sincere gratitude goes out to everyone who played a role in creating the "Workbook on Fundamentals of Marketing." The realization of this comprehensive guide was made possible through the dedication and expertise of numerous individuals.

We want to express our deepest thanks to the lecturers, whose vision and commitment were crucial in shaping this invaluable resource. Their extensive knowledge of pricing strategies and methodologies served as the cornerstone for the development of this workbook. We are also profoundly grateful to the educators and professionals who reviewed and offered valuable insights during the developmental stages. Their feedback and suggestions played a pivotal role in refining the content and structure, ensuring its relevance and effectiveness in addressing the complexities of pricing concepts.

Additionally, we extend our appreciation to the students who actively participated in the workbook's exercises and assessments. Your commitment to learning and navigating the intricacies of pricing has been a source of inspiration and a driving force behind the creation of this workbook.

Lastly, we acknowledge the collaborative efforts of our editorial and design teams, whose meticulous work transformed the initial concept into the polished and user-friendly "Workbook on Fundamentals of Marketing." In conclusion, this workbook stands as a testament to the collective contributions and commitment of a diverse group of individuals. Thank you for your steadfast support and dedication to advancing our understanding of the principles of marketing strategies and methodologies.

**Nor Hashimah Binti Ab Hamid
Fasuriah Binti Abd Wahab
Noor Fadzlin Binti Abu Bakar**

Abstract

The "Workbook on Fundamentals of Marketing" presents a comprehensive guide designed to simplify the intricate realm of marketing strategies and methodologies. This workbook serves as a collection of practical exercises and both formative and summative assessments, catering to students aiming to navigate the complexities of determining optimal marketing concepts for their products and services. Employing a multifaceted approach that encompasses fundamental 4P's principles and interactive exercises, students can readily engage with the material, making it particularly beneficial for their summative assessment and final examinations. With a structured framework, the workbook equips readers with the essential tools to analyze ideal market dynamics, assess competitive landscapes, segmentation, and implement effective 4P's strategies. By incorporating various learning techniques, this workbook fosters a deeper understanding of how the principle in marketing plays the role especially on 4P's and the decisions impact teaching and learning in the classroom. Ultimately, the "Workbook on Fundamentals of Marketing" serves as a tool for individuals to practice and apply the strategies learned in the syllabus.

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TOPIC 1

OVERVIEW OF MARKETING

The table below show the course learning outcome for every topic in DPM20033:

TOPIC 1.0	OVERVIEW OF MARKETING
	1.1 Explain marketing
	1.2 Discuss core marketing concept
	1.3 Discuss ethics in marketing
	1.4 Discuss social responsibility



MIND MAPPING

STRUCTURED/ SHORT ESSAY

INSTRUCTION:

- 1. Write the answer on THIS paper with your neat handwriting.**
- 2. Please timing your answer accordingly.**
- 3. DON'T copy the sentences from the notes of power point given (used your own sentences).**

What Is Marketing?

Understanding The Terminologies of Marketplace: Discuss core marketing concept?

a. Customer Needs

b. Wants

c. Demands

d. Offerings

e. Value

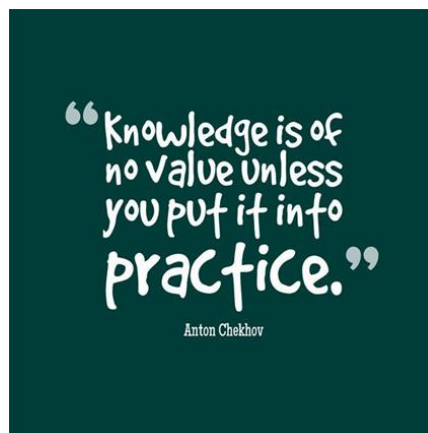
f. Satisfaction

g. Marketer

h. Market

i. Exchange

j. Transaction



k. Relationships

What is Marketing Myopia?

What is ethical Marketing?

Is there is trick on advertising unethical Marketing?

How Social Responsibility in Marketing Works?

TRUE/ FALSE

Try answering this question to show understanding and state the reason of True or False.

	QUESTION	True/false	Why the statement is false
1.	Selling is managing profitable customer relationships.		
2.	Human needs are shaped by culture and individual personality.		
3.	The difference between human needs and wants is that needs are not influenced by marketers.		
4.	When backed by buying power, needs become demands.		
5.	Market offerings are limited to physical products.		
6.	An experience such as a vacation can be defined as a market offering.		
7.	When sellers focus on existing needs and lose sight of underlying customer wants, they suffer from marketing myopia.		
8.	Only sellers of products, services, and ideas practice marketing; buyers do not.		
9.	Market segmentation is the process of seeking fewer customers and reduced demand for profit maximization only.		
10.	De-marketing is a marketing philosophy focused upon product differentiation and positioning.		
11.	When it becomes necessary to reduce demand for a product or service, an organization may use de-marketing to reduce or shift the number of customers.		
12.	The production concept and product concept are orientations that can lead to marketing myopia.		
13.	The selling concept holds that consumers will not buy enough of the firm's products unless it undertakes a large-scale selling and promotion effort.		
14.	Amy's law office has developed a new format and wording for wills. The staff believes they offer the most in quality, performance, and innovative features. Her law office is practicing the production concept.		

15.	Your department holds that achieving organizational goals depends on knowing the needs and wants of target markets and delivering the desired satisfaction better than competitors do. Your department is practicing the selling concept.		
16.	Fast Food, Inc. views marketing as the science and art of finding, retaining, and growing profitable customers by providing them with the food they want. Fast Food, Inc. practices societal marketing.		
17.	The societal marketing concept calls on marketers to balance consumer wants and desires, company profits, and society's interests.		
18.	For most marketers, customer relationship management (CRM) is exclusively a matter of customer data management.		
19.	The marketing mix includes production, price, promotion, and packaging; this is known as the four Ps of marketing.		
20.	Customer-perceived value is defined as the customer's evaluation of the perceived difference between all the benefits and all the costs of a marketing offer relative to those of competing offers.		

MULTIPLE CHOICE QUESTION

Please choose the best answer for this section.

- | | |
|--|---|
| <p>1) _____ is defined as a social and managerial process by which individuals and organizations obtain what they need and want through value creation and exchange.</p> <p>A) Selling
B) Advertising
C) Bartering
D) Marketing
E) Negotiating</p> | <p>2) Which steps of the five-step marketing process are about understanding customers, creating customer value, and building strong customer relationships?</p> <p>A) the first two only
B) the first three only
C) the first four only
D) the last three only
E) the last four only</p> |
|--|---|

Fundamental of Marketing
Topic 1: Overview of Marketing

- 3) Which concept calls for aggressive selling and focuses on generating transactions to obtain profitable sales?
A) marketing
B) production
C) product
D) selling
E) societal marketing
- 4) _____ are human needs as shaped by individual personality and culture.
A) Needs
B) Wants
C) Demands
D) Values
E) Exchanges
- 5) A(n) _____ is the set of actual and potential buyers of a product.
A) market
B) audience
C) group
D) segment
E) exchange
- 6) When marketers set low expectations for a market offering, the biggest risk they run is _____.
A) disappointing loyal customers
B) decreasing customer satisfaction
C) failing to attract enough customers
D) failing to understand their customers' needs
E) incorrectly identifying a target market
- 7) "Build a better mousetrap and the world will beat a path to your door" reflects the _____ concept.
A) production
B) marketing
C) selling
D) product
E) target marketing
- 8) _____ is the act of obtaining a desired object from someone by offering something in return.
A) A value propositions
B) Exchange
C) Bribery
D) Value creation
E) Donation
- 9) The _____ concept is aligned with the philosophy of continuous product improvement and the belief that customers will choose products that offer the most in quality, performance, and innovative features.
A) product
B) production
C) customer
D) marketing
E) promotion
- 10) When backed by buying power, wants to become _____.
A) social needs
B) demands
C) physical needs
D) self-esteem needs
E) exchanges
- 11) Which of the following marketing management concepts is most likely to lead to marketing myopia?
A) customer-driven marketing
B) customer-driving marketing
C) social marketing
D) selling
E) production
- 12) According to the production concept, consumers will favor products that are _____ and _____.
A) satisfying; quality focused
B) advertised; affordable
C) in high demand; hard to find
D) segmented; convenient
E) available; affordable

- 13) Which of the following marketing management orientations focuses primarily on improving efficiencies along the supply chain?
A) production concept
B) product concept
C) selling concept
D) marketing concept
E) social marketing concept
- 14) Which concept holds that achieving organizational goals depends on knowing the needs and wants of target markets and delivering the desired satisfactions better than competitors do?
A) product
B) production
C) selling
D) marketing
E) equity
- 15) Consumer research, product development, communication, distribution, pricing, and service are all core _____ activities.
A) exchange
B) marketing
C) management
D) production
E) customer relationship management
- 16) The product concept says that a company should do which of the following?
A) improve marketing of its best products
B) market only those products with high customer appeal
C) focus on the target market and make products that meet those customers' demands
D) focus on making continuous product improvements
E) make promoting products the top priority
- 17) Which of the following is the most likely result of a marketing strategy that attempts to serve all potential customers?
A) All customers will be delighted.
B) Customer-perceived value will increase.
C) Customer evangelists will become unpaid salespersons for the service or product.
D) Not all customers will be satisfied.
E) The company will need to follow up with a de-marketing campaign.
- 18) Which of the following refers to sellers being preoccupied with their own products and losing sight of underlying consumer needs?
A) selling myopia
B) marketing management
C) value proposition
D) marketing myopia
E) the product concepts
- 19) Which of the following reflects the marketing concept philosophy?
A) "We don't have a marketing department; we have a customer department."
B) "We're in the business of making and selling superior products."
C) "We build them so you can buy them."
D) "When it's profits versus customers' needs, profits will always win out."
E) "You won't find a better deal anywhere."
- 20) According to the simple five-step model of the marketing process, a company needs to _____ before designing a customer-driven marketing strategy.
A) determine how to deliver superior value
B) build profitable relationships with customers
C) use customer relationship management to create full partnerships with key customers
D) understand the marketplace and customer needs and wants
E) construct key components of a marketing program

SUGGESTED ANSWER TRUE/FALSE QUESTION:									
1. F	2. F	3. T	4. F	5. F	6. T	7. F	8. F	9. F	10. F
11. T	12. T	13. T	14. F	15. F	16. F	17. T	18. F	19. F	20. T

SUGGESTED ANSWER: MULTIPLE CHOICE QUESTION									
1. D	2. C	3. A	4. C	5. D	6. D	7. B	8. B	9. E	10. E
11. B	12. A	13. B	14. D	15. D	16. A	17. D	18. D	19. A	20. D

SCAN AND WATCH ME

WHAT IS MARKETING?



EXAMPLES
FINAL EXAM QUESTIONS

INSTRUCTION:

Please write your answer on a paper after you have done your revision topic by topic to show your understanding of the question in the topics.

1. Definition of marketing. (3marks)

2. Discuss the 5 core marketing concepts.
 - a. There are 5 core marketing concepts that you have known in detail.
Explain 3 of the list below.
 - i. Needs, wants, and demands.
 - ii. Offerings: products, services & experiences
 - iii. Value & satisfaction
 - iv. Marketers & market
 - v. Exchange, Transaction & Relationships(15 marks)

3. Discuss ethics in marketing.
 - a. Definition of marketing ethics. (3 marks)
 - b. What is the role of ethics in marketing? (10 marks)
 - c. Explain what unethical marketing is and give an example. (5 marks)

4. Discuss social responsibility.
 - a. Definition of social responsibility. (3 marks)
 - b. What a social responsibility in marketing works. (10 mark)

TOPIC 2

MARKETING ENVIRONMENT



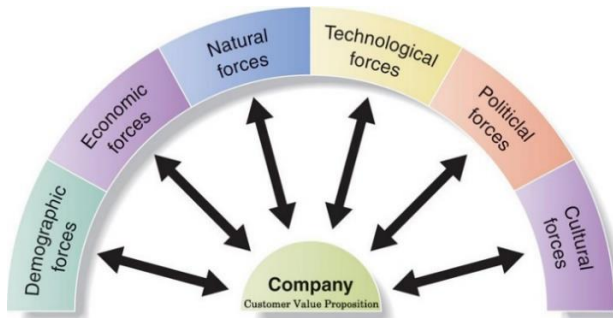
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The table below show the course learning outcome for every topic in DPM20033:

TOPIC 2.0 MARKETING ENVIRONMENT

- 2.1 Examine company's microenvironment
- 2.2 Examine the company's macro environment



MIND MAPPING
MICROENVIRONMENT

MIND MAPPING
MACRO ENVIRONMENT

INSTRUCTION:

1. Write the answer on **THIS** paper with your neat handwriting.
2. Please timing your answer accordingly.
3. **DON'T** copy the sentences from the notes of power point given (used your own sentences).

STRUCTURED QUESTIONS

What is microenvironment?

Examine company's microenvironment.

List the factor in microenvironment:

- a. _____
- b. _____
- c. _____
- d. _____
- e. _____
- f. _____



SCAN AND WATCH ME
MARKETING ENVIRONMENT.



Explain details the factor involved in microenvironment.

a. The Company

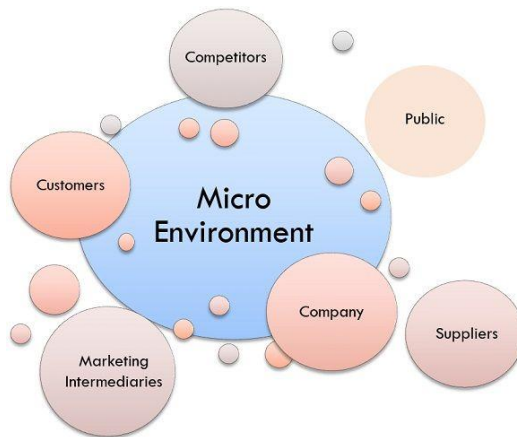
b. Supplier

c. Marketing Intermediaries

d. Customer

e. Competitors

f. Publics





Examine the company's macro environment.

3. List the factor in microenvironment:

- a. _____
- b. _____
- c. _____
- d. _____
- e. _____
- f. _____

Examine the company's macro environment.

a. Demographic

b. Economics

c. Natural

d. Technological

e. Political

f. Cultural

TRUE / FALSE

Try answering this question to show understanding and state the reason of True or False.

	QUESTION	True /False	Why the statement is true/false
1.	Today's marketers must successfully build relationships to connect effectively with customers, others in the company, and external partners.		
2.	When the marketing manager Suzie Kwan discusses factors and forces outside marketing, such as political that affect marketing management's ability to build and maintain successful relationships with target customers, she is talking about the external marketing concept.		
3.	When a company hires lobbyists to influence legislation affecting its industry, it is taking a reactive approach to the marketing environment.		
4.	The microenvironment consists of larger societal forces that affect a company, such as demographic, economic, political, and cultural forces.		
5.	The macro environment consists of the factors close to the company that affect its ability to serve its customers, such as suppliers, customer markets, competitors, and publics.		
6.	Significant trends in the natural environment include shortages of raw materials, increased pollution, and decreased government intervention.		
7.	In the cultural environment, core values and beliefs and secondary values and beliefs differ in that the former are more open to change.		
8.	The introduction of new technologies is beneficial to all industries, as new markets and opportunities are created.		
9.	Marketing research firms, advertising agencies, media firms, and marketing consulting firms are all referred to as marketing services agencies.		
10.	Today's marketers must successfully build relationships to connect effectively with customers, others in the company, and external partners.		

OBJECTIVE QUESTIONS

Please choose the best answer for this section.

- 1) You are directed to study the actors close to the company that affect its ability to serve its customers departments within the company, suppliers, marketing intermediaries, customer markets, competitors, and publics. What are you studying?
A) the macro environment
B) the microenvironment
C) the marketing environment
D) the demographic environment
E) the global environment
- 2) Which of the following is NOT a type of factor in a company's macro environment?
A) demographic
B) economic
C) technological
D) competitive
E) political
- 3) You are directed to study the demographic, economic, natural, technological, political, and cultural factors that are larger societal forces affecting your company. What are you studying?
A) the macro environment
B) the microenvironment
C) the external environment
D) the marketing mix
E) the global environment
- 4) Which of the following terms is used to describe the factors and forces outside marketing that affect marketing management's ability to build and maintain successful relationships with target customers?
A) the marketing environment
B) the cultural environment
C) strategic planning
D) target markets
E) the marketing mix
- 5) All of the groups within a company are called the _____.
A) culture
B) diversity
C) internal environment
D) climate
E) range
- 6) A consumer organization, environmental group, or minority group has challenged your firm's stand on a local issue. Your firm is being challenged by a _____ public.
A) local
B) general
C) government
D) citizen-action
E) media

Fundamental of Marketing
Topic 2: Marketing Environment

- 7) Which of the following is NOT an example of the type of public that is part of a company's marketing environment?
 A) financial
 B) media
 C) government
 D) citizen-action
 E) marketing department
- 8) A _____ is defined as any group that has an actual or potential interest in, or impact on, an organization's ability to achieve its objectives.
 A) team
 B) competitor
 C) market
 D) public
 E) intermediary
- 9) Workers, managers, and members of the board are all part of a company's _____ public.
 A) general
 B) internal
 C) local
 D) intermediary
 E) market
- 10) Which type of organization helps companies to stock and move goods from their points of origin to their destination?
 A) financial intermediaries
 B) physical distribution firms
 C) marketing services agencies
 D) resellers
 E) suppliers

SUGGESTED ANSWER TRUE/FALSE QUESTION:									
1. T	2. F	3. F	4. F	5. F	6. F	7. F	8. F	9. T	10. T

SUGGESTED ANSWER: MULTIPLE CHOICE QUESTION									
1. B	2. A	3. A	4. D	5. C	6. D	7. B	8. E	9. D	10. B

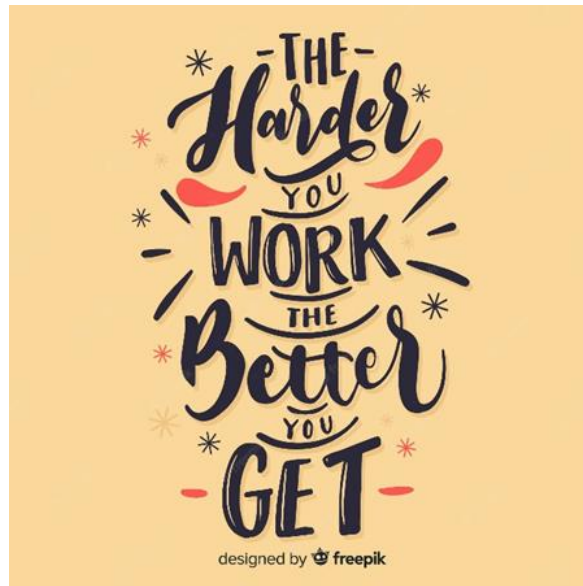
**EXAMPLES
FINAL EXAM QUESTIONS**

INSTRUCTION:

Please write your answer on a paper after you have done your revision topic by topic to show your understanding of the question in the topics.

1. Examine company's microenvironment.
 - a. List the factors in the microenvironment. (5 marks)
 - b. Explain 5 factors that can affect the microenvironment. (15 marks)

2. Examine the company's macro environment.
 - a. State 5 factors in the macro environment. (5marks)
 - b. Explain 5 factors that can affect the macro environment. (15 marks)



TOPIC 3

CONSUMER AND BUSINESS MARKET



The table below show the course learning outcome for every topic in DPM20033:

TOPIC 3.0

CONSUMER AND BUSINESS MARKET

- 3.1 Explain consumer and business market
- 3.2 Examine the characteristic between consumer and business market



MIND MAPPING

INSTRUCTION:

1. Write the answer on **THIS** paper with your neat handwriting.
2. Please timing your answer accordingly.
3. **DON'T** copy the sentences from the notes of power point given (used your own sentences).

STRUCTURED QUESTIONS

What is a Consumer market?

hoc

Definition & Characteristics

Define consumer market and give an example.

Define consumer behaviour and give an example.



Define business market and give an example.

What is the difference between consumer and business market?



List the characteristic of consumer and business market:

- a. _____
- b. _____
- c. _____
- d. _____
- e. _____
- f. _____



Fill in the blank with the correct characteristic between consumer and business market.

Characteristic	Business Market	Consumer Market
a.		
b.		
c.		
d.		
e.		
f.		
g.		

Explain details the characteristics of the consumer and business market.

a) Demand

b) Distribution structure

c) Nature of buying unit

d) Type decisions and decisions process

e) Use of reciprocity

f) Use of leasing

g) No. of customer

Whoever may be the dominant in the buying center, they will take one or more roles in the purchasing process. What are their roles in the purchasing process?

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* **PRACTICE** *

~~Makes PERFECT.~~ *

- * Makes **PROGRESS.**
- * Brings understanding of what **WORKS** and what *doesn't work.*
- * UPs your **SKILL** level.
- * Creates new **HABITS.**
- * Builds **CONFIDENCE.**

TRUE / FALSE

Try answering this question to show understanding and state the reason of True or False.

	QUESTION	True/False	Why the statement is true/false
1.	The starting point of understanding how consumers respond to various marketing efforts is called the marketing stimulus model of buyer behavior.		
2.	The main differences between business and consumer markets include market structure and demand, the nature of the buying unit, and the types of decisions.		
3.	One set of business purchases is made for each set of consumer purchases.		
4.	A business marketer normally deals with far fewer buyers than the consumer marketer does.		
5.	Buyer and seller are less dependent upon each other in the business buying process than in the consumer buying process.		
6.	The business buying process consists of business buyers determining which products and services their organizations need to purchase, and then finding, evaluating, and choosing among alternative suppliers and brands.		
7.	Business demand ultimately derives from the demand for consumer goods and services.		
8.	Demand in business markets is subject to more fluctuation than in consumer markets.		
9.	Nancy Zahm works for LeBray Beverage Company. She often helps to define product specifications and provides information for evaluating alternatives. In this role she is acting as a gatekeeper.		
10.) In business buying decisions, the role of emotion is negligible in comparison to the role of reason.		

OBJECTIVE QUESTIONS

Please choose the best answer for this section.

- 1) The consumer market is made up of which of the following?
A) individuals who acquire goods or services for personal consumption
B) households that purchase goods or services for personal consumption
C) businesses that purchase goods and services
D) A and B
E) all the above
- 2) Which of the following is true about business marketers in comparison to consumer marketers?
A) They deal with far fewer but far larger buyers.
B) They deal with far more but far small buyers.
C) They deal with a more elastic market.
D) They deal with fewer demands in fluctuation.
E) They deal with the same decision buying process.
- 3) There are many sets of _____ purchases made for each set of _____ purchases.
A) consumer; business
B) tangible; intangible
C) service; product
D) business; consumer
E) product; service
- 4) Although there are many differences between business buying behavior and consumer buying behavior, both respond to the same four stimuli: product, price, promotion, and _____.
A) precision
B) personal relationships
C) place
D) publicity
E) packaging
- 5) Business buying behavior refers to the buying behavior of organizations that buy all the following EXCEPT _____.
A) products for use in production of other products
B) services for use in production of other services
C) products purchased to resell to others
D) products purchased to rent to others
E) products purchased for personal consumption
- 6) Which of the following is NOT a way that business and consumer markets differ?
A) market structure and demand
B) nature of the buying unit
C) satisfaction of needs through purchases
D) types of decisions
E) decision processes
- 7) When compared to consumer markets, business markets are _____.
A) approximately the same
B) smaller
C) huge
D) somewhat larger
E) less complex
- 8) The consumer market is made up of which of the following?
A) individuals who acquire goods or services for personal consumption
B) households that purchase goods or services for personal consumption
C) businesses that purchase goods and services
D) A and B
E) all the above

Fundamental of Marketing
Topic 3: Consumer and Business Market

- 9) Which of the following is true about business marketers in comparison to consumer marketers?
- A) They deal with far fewer but far larger buyers.
 - B) They deal with far more but far small buyers.
 - C) They deal with a more elastic market.
 - D) They deal with fewer demands in fluctuation.
 - E) They deal with the same decision buying process.
- 10) The Pure Drug Company produces insulin, a product with a very stable demand, even though the price has changed several times in the past two years. Insulin is a product with _____ demand.
- A) joint
 - B) service
 - C) inelastic
 - D) elastic
 - E) fluctuating
- 11) In routine buying situations, which members of the buying center have formal or informal power to select or approve the final suppliers?
- A) users
 - B) influencers
 - C) gatekeepers
 - D) deciders
 - E) buyers
- 12) Don Amspacher, in his role on the buying committee, provides information for evaluating the alternative purchase decisions and helps define and set specifications for evaluating alternatives for purchasing. Don is a(n) _____.
- A) user
 - B) influencer
 - C) decider
 - D) gatekeeper
 - E) buyer
- 13) Hewlett-Packard and Dell buy Intel microprocessor chips because consumers buy personal computers. This demonstrates an economic principle called _____.
- A) elastic demand
 - B) fluctuating demand
 - C) derived demand
 - D) joint demand
 - E) market demand
- 14) Large business purchasers usually call for detailed product specifications, written purchase orders, careful supplier searches, and formal approval. These are all examples of how the business buying decision process is more _____ than the consumer buying decision process is.
- A) formalized
 - B) creative
 - C) relationship-oriented
 - D) independent
 - E) concentrated
- 15) A(n) _____ controls the flow of information to others in the buying center.
- A) user
 - B) influencer
 - C) buyer
 - D) gatekeeper
 - E) decider
- 16) Gretchen Kabor has formal authority to select the suppliers and arrange terms of purchase for many of the items her firm uses. Her role in the buying center is that of _____.
- A) user
 - B) influencer
 - C) buyer
 - D) decider
 - E) gatekeeper

SUGGESTED ANSWER TRUE/FALSE QUESTION:

1. F	2. T	3. F	4. T	5. F	6. T	7. T	8. T	9. F	10. F
------	------	------	------	------	------	------	------	------	-------

SUGGESTED ANSWER: MULTIPLE CHOICE QUESTION

1. D	2. E	3. C	4. C	5. D	6. A	7. C	8. D	9. A	10. C
11. D	12. B	13. C	14. A	15. D	16. C				

**EXAMPLES
FINAL EXAM QUESTIONS**

INSTRUCTION:

Please write your answer on a paper after you have done your revision topic by topic to show your understanding of the question in the topics.

1. Using appropriate examples, briefly explain what a consumer market is. (3 marks)
2. What is the definition of a business market? (3 marks)
3. List the FOUR types of business buyer. (4 marks)
4. Explain FOUR (4) differences between consumer market and business market. (10 marks)



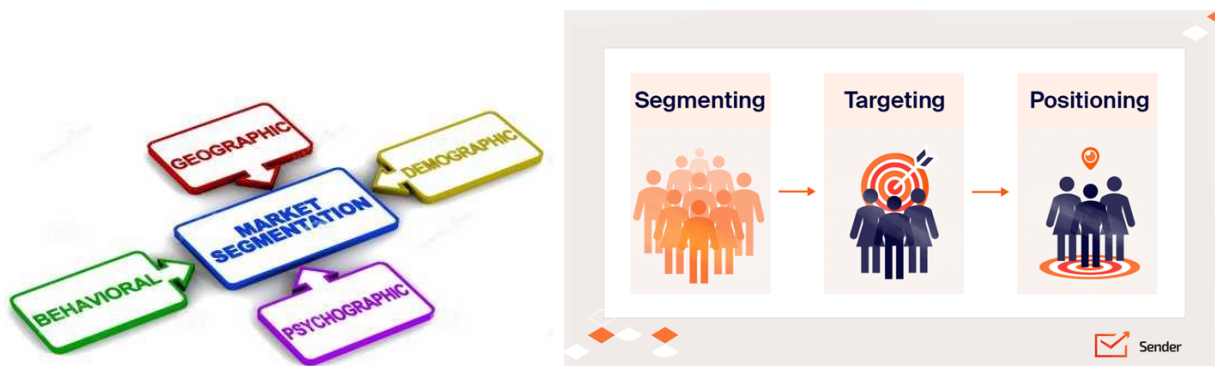
TOPIC 4

MARKET SEGMENTATION, TARGETING AND POSITIONING



The table below show the course learning outcome for every topic in DPM20033:

TOPIC 4.0	MARKET SEGMENTATION, TARGETING AND POSITIONING
4.1	Explain market segmentation
4.2	Explain market targeting
4.3	Explain market positioning



**MIND MAPPING
SEGMENTATION**

**MIND MAPPING
TARGETING/ POSITIONING**

INSTRUCTION:

1. Write the answer on **THIS** paper with your neat handwriting.
2. Please **timing** your answer accordingly.
3. **DON'T** copy the sentences from the notes of power point given (used your own sentences).

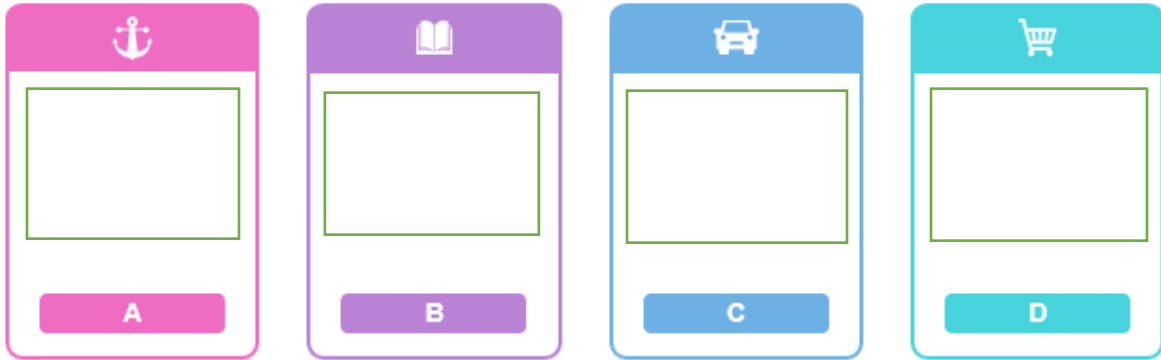


STRUCTURED QUESTIONS

What is market segmentation?

What is the purpose of segmentation?

List 4 Major Bases for segmenting Consumer market



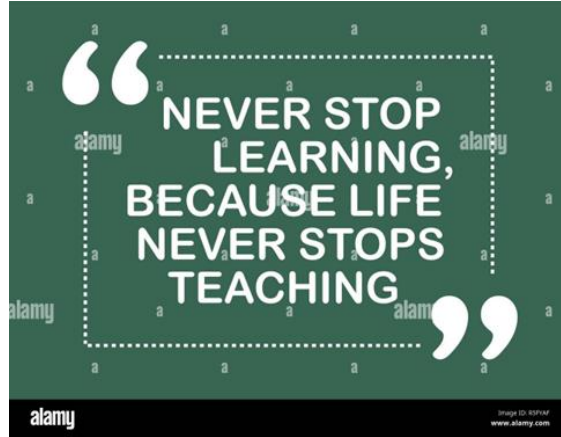
Explain 4 Major Bases for segmenting the Consumer market and give a suitable example.

a.

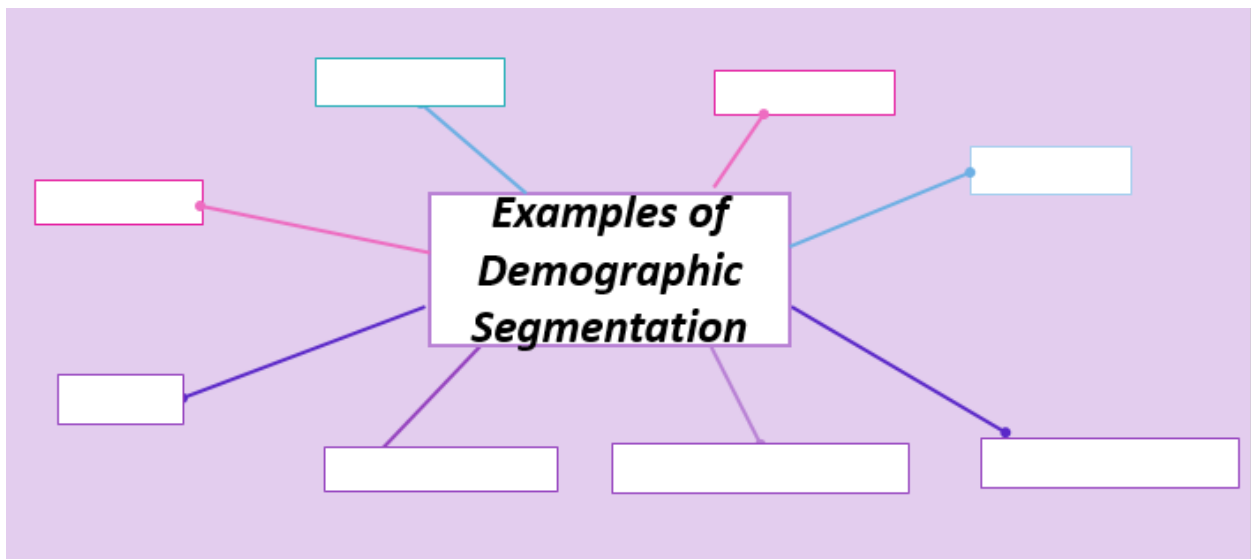
b.

c.

d.



State the variable of demographic segmentation.



Explain FIVE (5) variables of the demographic segmentation by giving appropriate example.

State the variables of psychographic segmentation.

- a. _____
- b. _____
- c. _____
- d. _____

Explain FOUR (4) variables of psychographic segmentation by giving appropriate example.

Definition Target Market

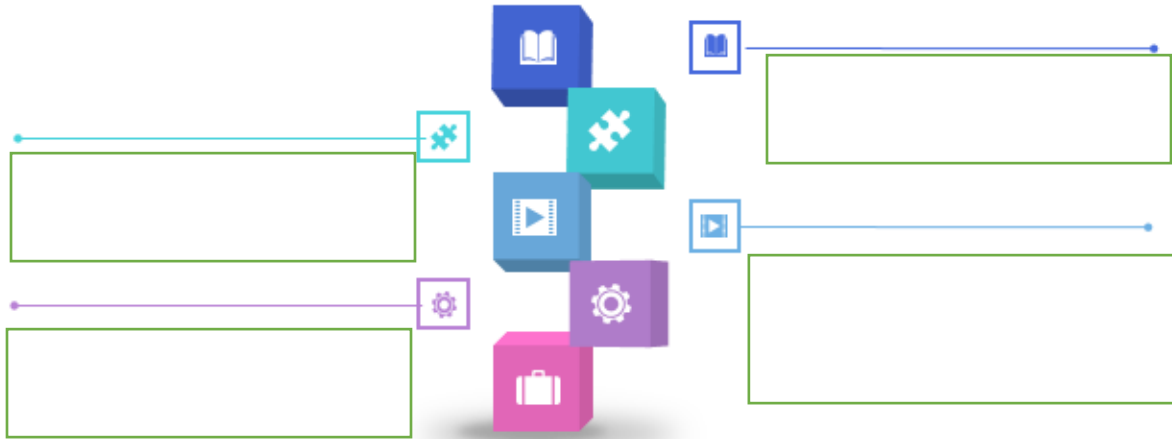
Why we need to do target market.

Explain how we are Evaluating Market Segment?

- a. Current segment size and growth potential

Write down the strategy for Selecting Target Market

FOUR STRATEGY:



Explain the strategy for selecting the target market.

a.

b.



Selecting an Overall Positioning Strategy

		Price		
		More	The same	Less
More	More	More for more	More for the same	More for less
	The same			The same for less
	Less			Less for much less

d. More for less

e. The same for less

Write down the positioning strategy below.

POSITIONING STRATEGY

1.	a. Product differentiation
2.	b. Services differentiation
3.	c. Channel differentiation
4.	d. People differentiation
5.	e. Image differentiation
6.	
7.	
8.	

Describe EIGHT (8) factors in the positioning strategy by giving an example.

1.

2.

3.

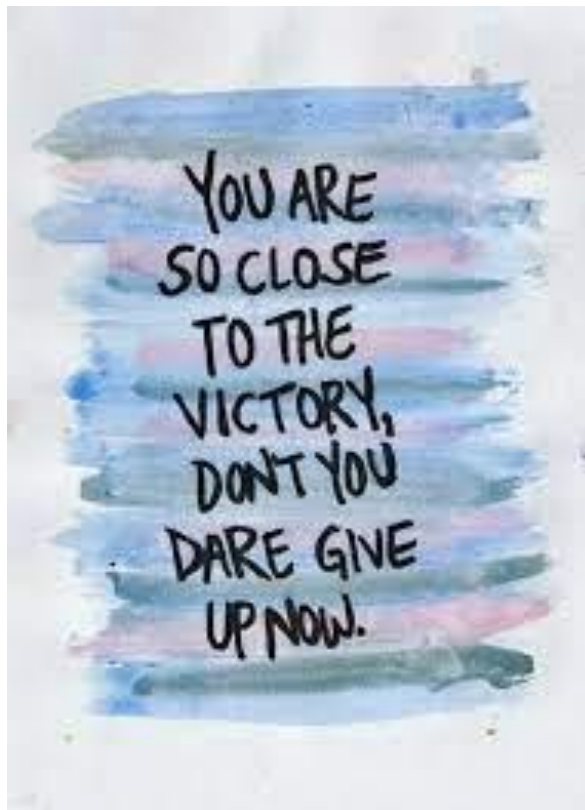
4.

5.

6.

7.

8.



Write down 5 strategies that we can use in the positioning strategy.

POSITIONING STRATEGY

1. Product features	
2. Price/quality	
3. Usage occasion	
4. Product class dissociation	
5. User	
6. Competitor	
7. Benefits	
8. Cultural heritage	

Describe FIVE (5) strategies that we can use in the positioning strategy and give a suitable example.

1.

2.

3.

4.

5.

Write the positioning differences below.

Positioning Differences	
1. Important	
2. Distinctive	
3. Superior	
4. Communicable	
5. Pre-emptive	
6. Affordable	
7. Profitable	

Work
hard
Dream big
& never
give up

EXAMPLES
FINAL EXAM QUESTIONS

INSTRUCTION:

Please write your answer on a paper after you have done your revision topic by topic to show your understanding of the question in the topics.

1. Explain market segmentation.
 - a. What is Market Segment?(3 marks)

 - b. Explain the Purpose of Segmentation.(5 marks)

 - c. Definition of market segmentation.(5 marks)

 - d. Describe the 3 bases of segmentation.(15 marks)

 - e. The behavioral segmentation has been divided into 5 variables. There are occasions, benefits sought, Applications, User status, Usage rate and Brand loyalty. Explain 4 variables that are given to you by giving a suitable example.(10 marks)

2. Explain market targeting.
 - a. What is Target Market?(3 marks)

 - b. The process of evaluating each market segment's attractiveness and selecting one or more segments to enter. Explain
 - a. Evaluating market segment.
 - B. Selecting target market strategy (target market segment selection)(10 marks)

3. Explain market positioning.
 - a. What is market positioning? (3 marks)
 - b. What is the meaning of repositioning? (5 marks)(15 marks)

**MIND MAPPING
PRODUCT**

**MIND MAPPING
PRODUCT LIFE CYCLE**

INSTRUCTION:

- 1. Write the answer on THIS paper with your neat handwriting.**
- 2. Please timing your answer accordingly.**
- 3. DON'T copy the sentences from the notes of power point given (used your own sentences).**

STRUCTURED QUESTIONS

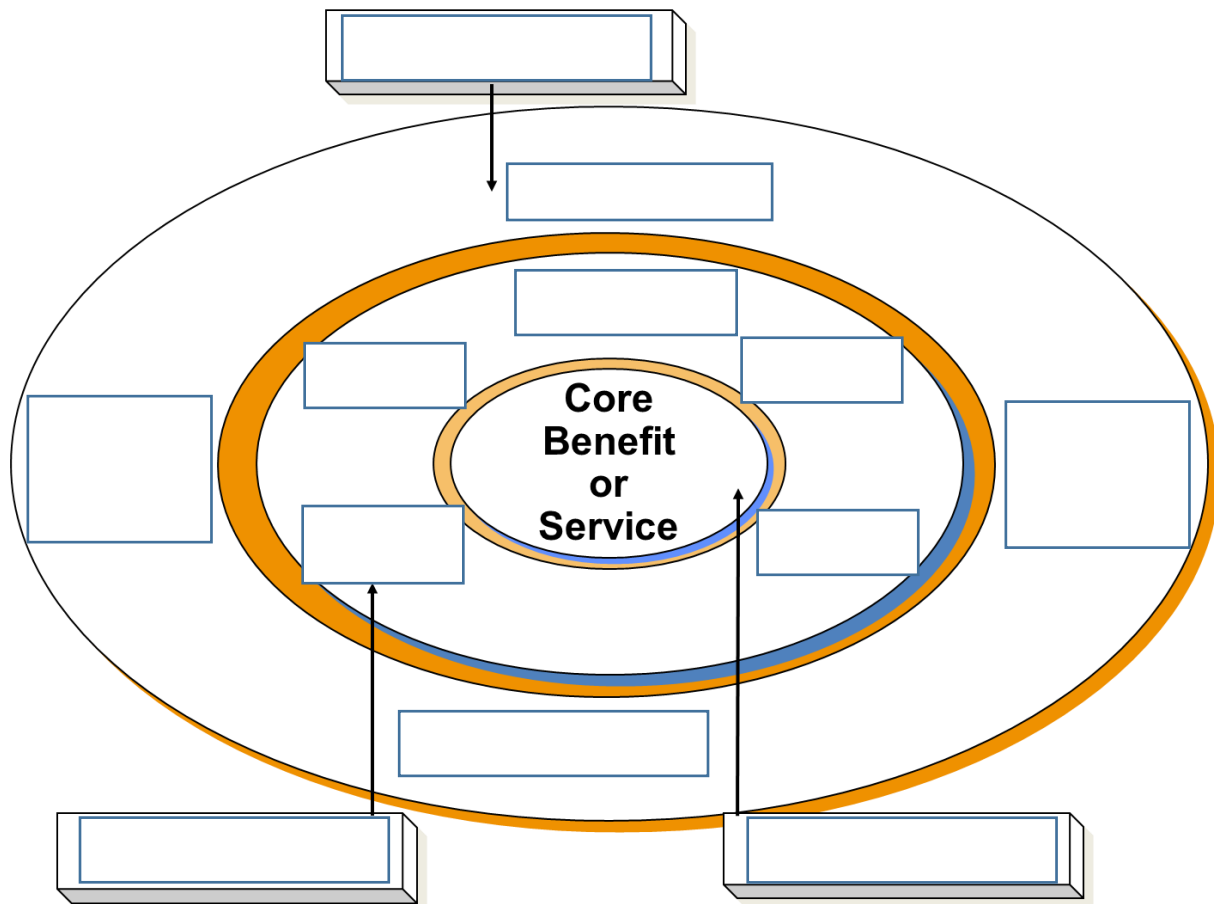
Define what is product?

Define what is service?

List THREE (3) level of product

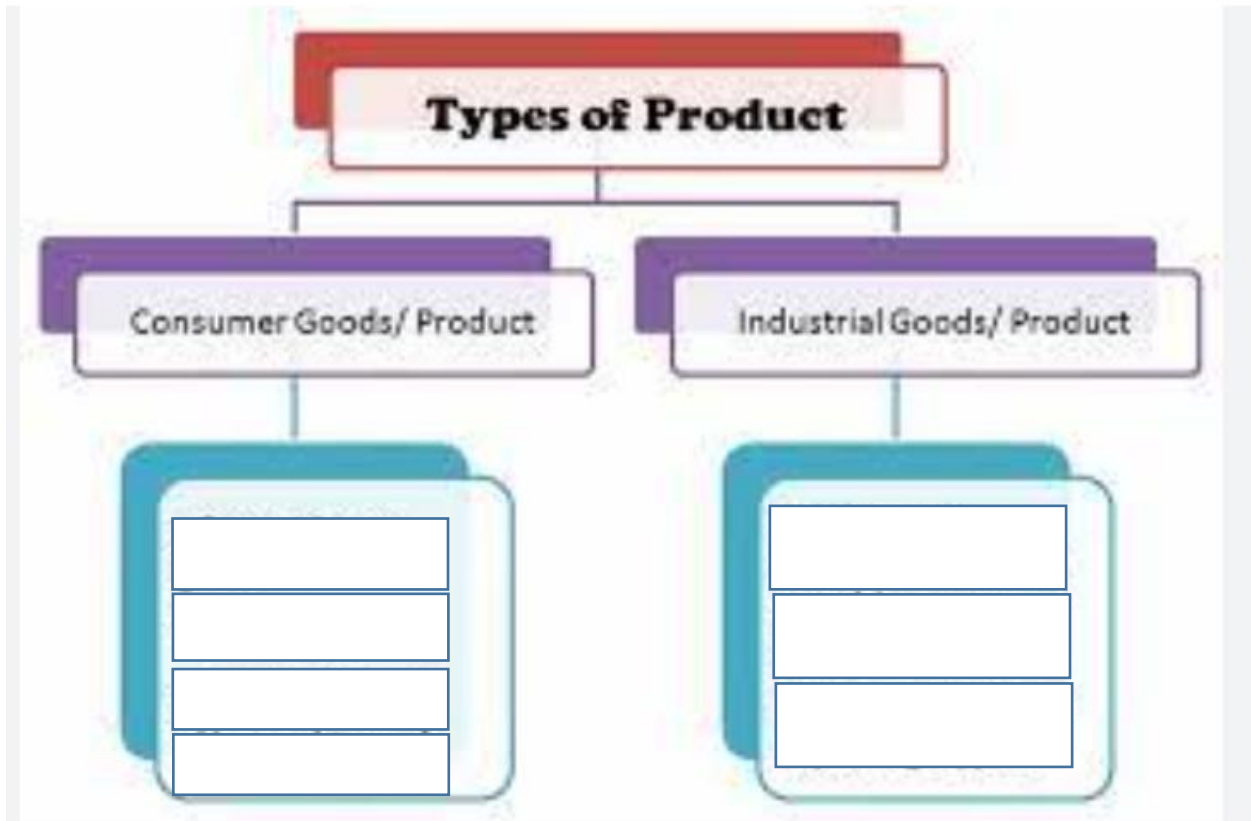
1. _____
2. _____
3. _____

Fill in the blanks with a suitable answer.

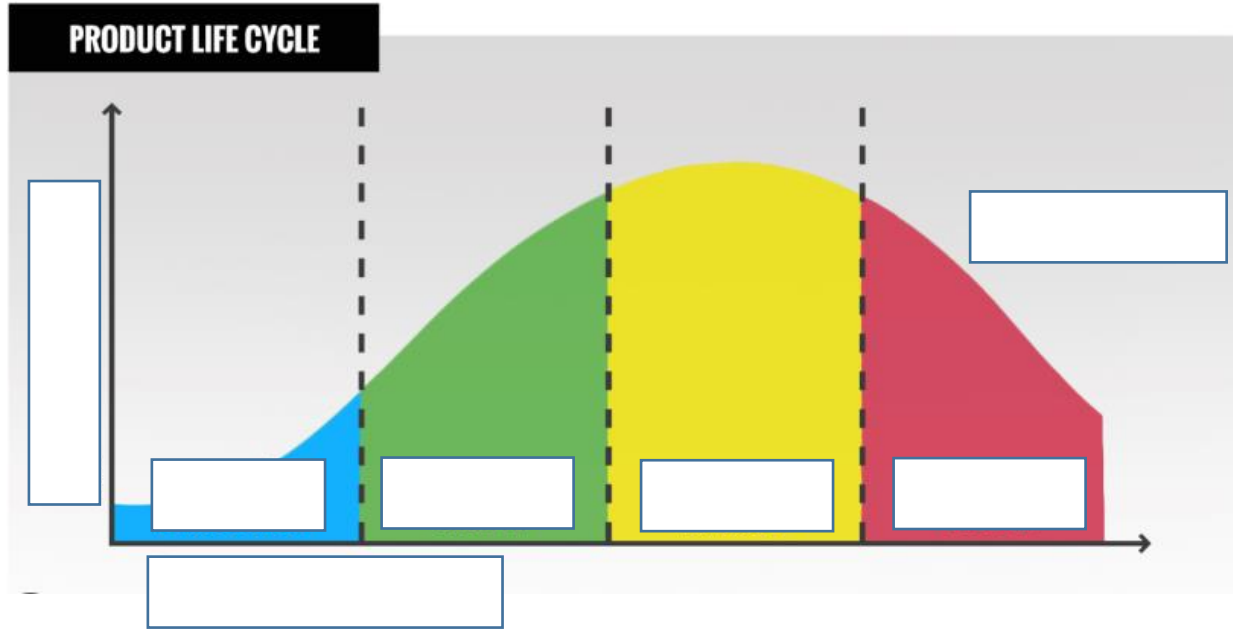


c.

Fill in the blank with suitable answer.



Fill in the blank with the correct answer.



Visualize the curve of sales and profit in the Product Life Cycle.

EXAMPLES
FINAL EXAM QUESTIONS

INSTRUCTION:

Please write your answer on a paper after you have done your revision topic by topic to show your understanding of the question in the topics.

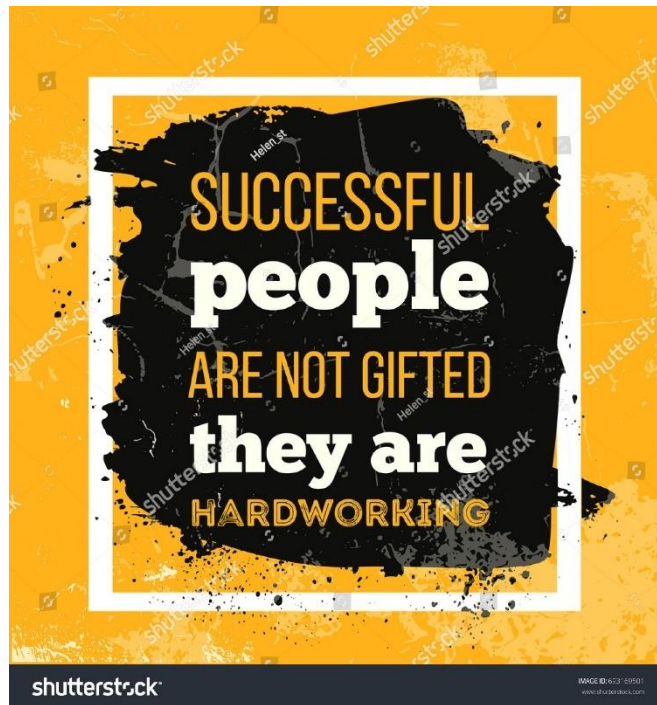
- 1 Explain product?
 - a. Definition of product. (3 marks)
 - b. What is the difference between product and service? (5 marks)
 - c. What is the difference between Consumer Product and Industrial Product? (5 marks)

- 2 Examine three different levels of product.
 - a. By giving an example, identify the level of product. (15 marks)
 - b. Please differentiate three different levels of product by using your own example. (15marks)

- 3 Examine consumer and business product classification.
 - a. What is the classification of Consumer Products? (10 marks)
 - b. There are 4 types of classification on Consumer Products? Explain all and give a suitable example. (10 marks)
 - c. What is the classification of industrial Products? (15 marks)

4 Exhibit Product Life Cycle

- a. Describe the Product Life Cycle to your product. (10 marks)
- b. Explain the growth stage and maturity stage by giving the strategies that the company must look into if they want to survive in the business. (10 marks)
- c. What should the company do if they drive to the decline stage. (5 marks)



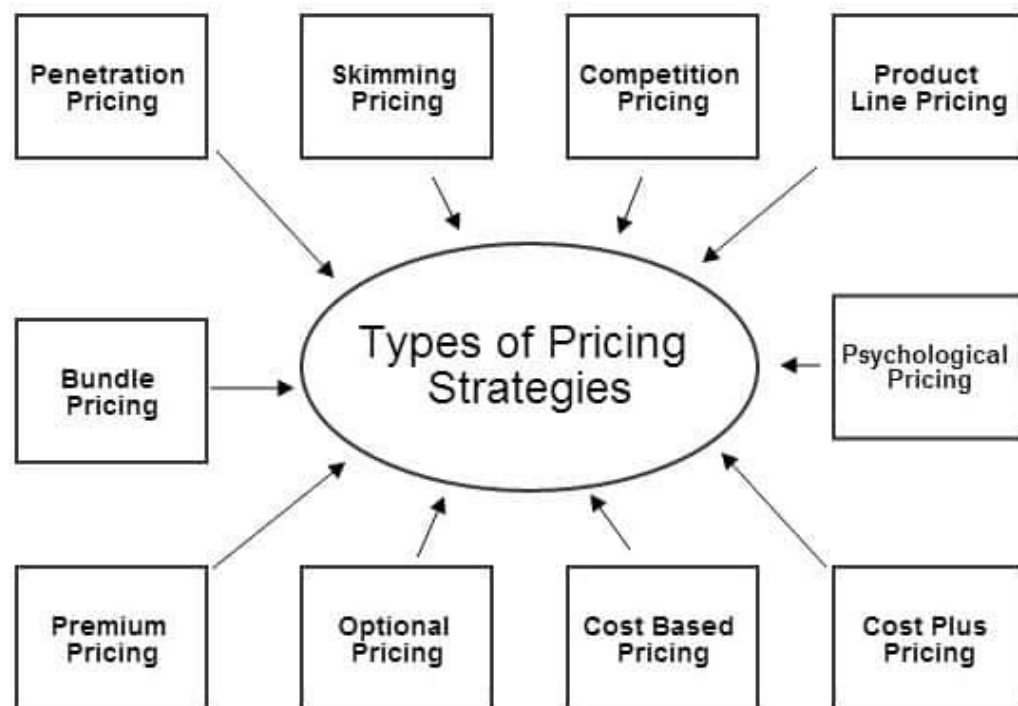
TOPIC 6 PRICING

The table below show the course learning outcome for every topic in DPM20033:

TOPIC 6.0

PRICING

- 6.1 Explain pricing
- 6.2 Examine the major pricing strategies
- 6.3 Examine the product mix pricing strategies



**MIND MAPPING
PRICING**

INSTRUCTION:

- 1. Write the answer on THIS paper with your neat handwriting.**
- 2. Please timing your answer accordingly.**
- 3. DON'T copy the sentences from the notes of power point given (used your own sentences).**

STRUCTURED QUESTIONS

Define pricing.

State FIVE (5) the importance in pricing

1. _____
2. _____
3. _____
4. _____
5. _____

List SIX (6) the pricing objective in pricing

1. _____
2. _____
3. _____
4. _____
5. _____
6. _____

State the major pricing strategies

- a. _____
- b. _____
- c. _____

Identify THREE (3) strategies that marketers can do in the major pricing strategies.

- a.

- b.

EXAMPLES
FINAL EXAM QUESTIONS

INSTRUCTION:

Please write your answer on a paper after you have done your revision topic by topic to show your understanding of the question in the topics.

1. Describe these pricing strategies: -
 - a. Customer value-based pricing
 - b. Competitive-based pricing

(10 marks)

2. Define price and identify how marketing objectives affect pricing decisions.

(10 marks)

3. List and briefly define the four different types of markets that affect pricing decisions. Give an illustration of each type of market.

(10 marks)

4. Explain three major pricing strategies.

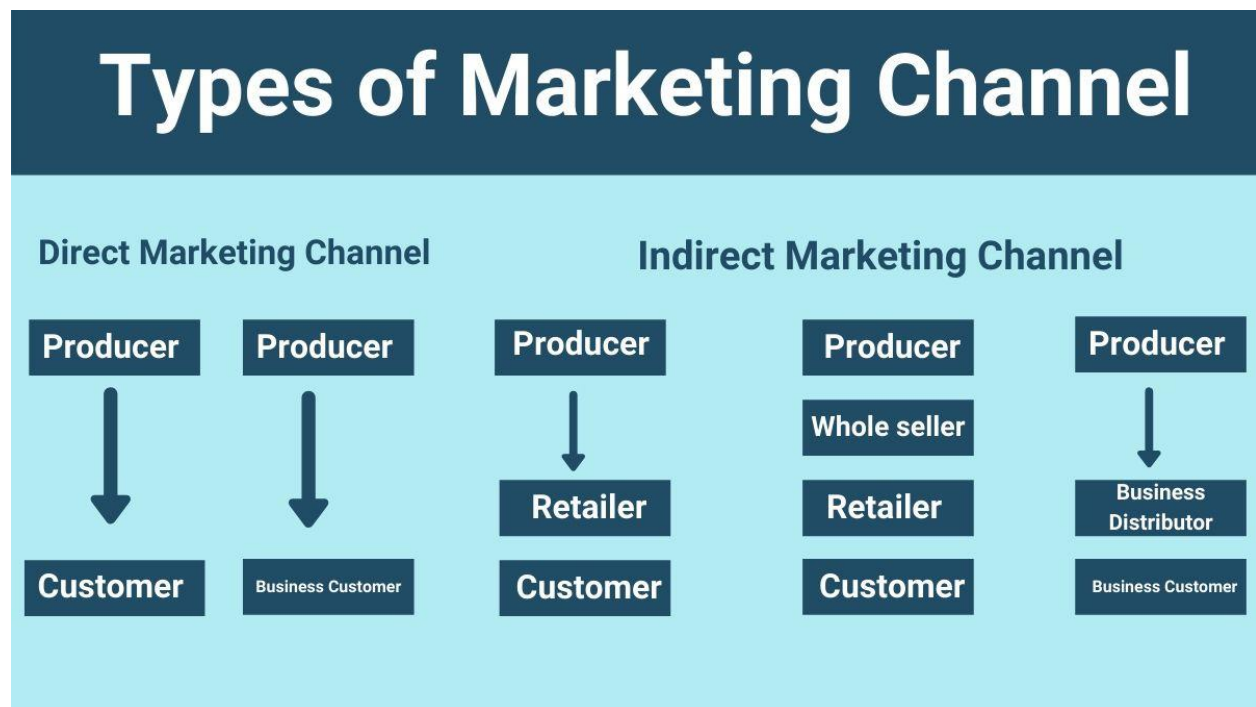
(15 marks)

TOPIC 7

MARKETING CHANNEL

The table below show the course learning outcome for every topic in DPM20033:

- TOPIC 7.0** **MARKETING CHANNEL**
- 7.1 Explain marketing channel
 - 7.2 Examine the functions of marketing channel
 - 7.3 Examine the major channel alternatives



MIND MAPPING

STRUCTURED QUESTIONS

Elaborate the marketing channel with an example.

***** Other related questions**

- a) **Define the meaning of marketing channel.**
- b) **Write your definition on the marketing channel.**
- c) **State the meaning of marketing channel.**
- d) **Describe what is a marketing channel?**
- e) **Discuss the meaning of marketing channel in detail.**
- f) **Brief your understanding of the marketing channel.**
- g) **Represent a marketing channel in a simple way.**
- h) **You are acquiring to brief the definition on marketing channel.**

Compare the meaning of marketing versus marketing channel.

(i) marketing:

(ii) marketing channel:

Differentiate the differences between direct and indirect marketing channel.

(i) Direct marketing channel

(ii) Indirect marketing channel

**"THE BEST WAY TO PREDICT YOUR
FUTURE IS TO CREATE IT."**

- Abraham Lincoln

Draw a diagram to elaborate the direct marketing channel.

***** Other related questions**

a) **Interpret FOUR (4) types of intermediaries.**

1. “As a senior executive in a well-established perfume company, you have responsibilities to ensure all the marketing activities are well planned and executed, especially during the COVID 19 pandemic that has hit the world since 2020. The pandemic has left a huge impact on the economic and social life of the world community. However, your company will still survive and excel during this difficult time and even launch a new branch of a retail outlet in one of the northern states of Malaysia”.

Based on your experience managing marketing channel members in your company, show TWO (2) different levels of indirect marketing channel diagrams that your company uses in delivering products to end users. Label your marketing channel diagrams with the name of channel members and channel level.

2. **Your company continues to grow even though the country is still plagued by epidemics. The efficiency of marketing channels has proven that products can be delivered to target markets successfully. Examine FOUR (4) functions of marketing channel members in delivering products to consumers during an outbreak.**

TRUE / FALSE

Try answering this question to show understanding and state the reason of True or False.

No	Statement	TRUE/FALSE	Why the statement false
1.	Marketing channel is a set of independent organizations that make a product or service available to customers for use.		
2.	The set of independent organizations responsible for making a product or service available to consumers is called a marketing channel.		
3.	There are THREE (3) types of marketing channel, they are: Vertical, horizontal, and multichannel		
4.	In a Vertical marketing channel, the producers, wholesalers, and retailers act as a single unit		
5.	None of the members has control over the rest of the members in a vertical channel		

6.	The three types of vertical distribution channels - corporate, social, and administrative		
7.	Two or more organizations working at the different level join to function as one, and this is a horizontal channel		
8.	Companies use vertical marketing to reach one or more customer segments and increase sales		
9.	Some functions of the marketing channel are personal selling, sales promotion, direct marketing, public relation, and advertising		
10.	Types of channel strategy are direct and indirect strategies		
11.	Through direct channel, the company sells the product or service directly to the end customer by passing the channel intermediaries such as wholesalers and retailers		
12.	Through indirect channel, companies sell products to customers without intermediaries		
13.	Direct and indirect marketing channel refer to the major channel alternatives		
14.	Marketing channel also called as marketer and trade channel		

SUGGESTED ANSWER: TRUE/FALSE

1.T	2.T	3.F	4.T	5.T	6.F	7.T
8.F	9.T	10.F	11.T	12.T	13.T	14. F

OBJECTIVE QUESTIONS

Please choose the best answer for this section.

1. Define marketing channel.
 - A) Marketing channel is a set of independent organizations that make a product or service available to customer for use.
 - B) Marketing channel is a set of indirect organizations that make a product or service available to customer for use.
 - C) A marketing channel is a set of direct organizations that make a product or service available to the customer for use.
 - D) Marketing channel is a set of dependent organization that make a product or service available to customer for use
2. The set of independent organizations responsible for making a product or service available to consumers is called _____
 - A) Fulfillment art
 - B) Retailer
 - C) Marketing channel
 - D) Sales manager
3. There are THREE (3) types of marketing channel, they are:
 - A) Direct and indirect
 - B) Vertical and multichannel
 - C) Horizontal and Vertical
 - D) Vertical, horizontal, and multichannel
4. In a _____ marketing channel, the producers, wholesalers, and retailers act as a single unit.
 - A) Multichannel
 - B) Horizontal
 - C) Vertical
 - D) Straight
5. None of the members has control over the rest of the members in a _____ channel.
 - A) Horizontal
 - B) Vertical
 - C) Multichannel
 - D) None of above
6. The three types of vertical distribution channels - corporate, _____ and _____
 - A) Contractual and administrative
 - B) Contractual and marketing
 - C) Administrative and marketing
 - D) All above
7. Two or more organizations working at the same level join to function as one, and this is a _____ channel.
 - A) Horizontal
 - B) Vertical
 - C) Multichannel
 - D) None of above
8. Companies use _____ marketing to reach one or more customer segments and increase sales.
 - A) No answer
 - B) Multichannel
 - C) Horizontal
 - D) Vertical

9. Starbucks sells its products at its cafe, online stores and at grocery stores. What kind of marketing channel is used here?
- A) Vertical
 - B) Horizontal
 - C) Multichannel
 - D) None of above
10. Some functions of the marketing channel are _____
- A) Personal selling, sales promotion, direct marketing, public relation, and advertising
 - B) Information, promotion, contact, matching, negotiation, physical distribution, financing, and risk taking.
 - C) Product, place, promotion, price, process, physical
 - D) Customer, employee, seller, retailer, competitor, agency, transporter, and distributor

SUGGESTED ANSWER: MULTIPLE CHOICE QUESTION

1. A	2. C	3. B	4. C	5. D
6. C	7. C	8. A	9. B	10. B



EXAMPLES
FINAL EXAM QUESTIONS

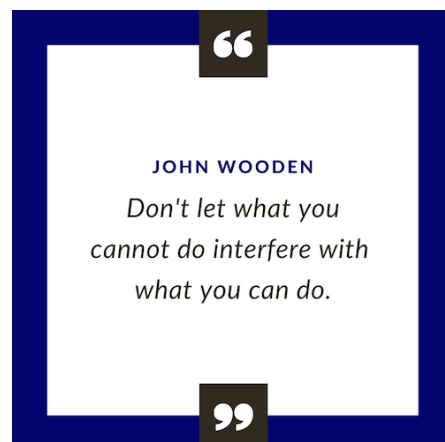
INSTRUCTION:

Please write your answer on a paper after you have done your revision topic by topic to show your understanding of the question in the topics.

1. Explain the marketing channel.
 - a. Why channels are needed. (5 marks)
 - b. What is Marketing Channel? (3 marks)

2. Examine the functions of marketing channel.
 - a. Describe the roles of the marketing channel. (15 marks)
 - b. Explain 5 functions in the marketing channel. (15 marks)
 - c. Explain the providing the specialization and overcoming discrepancies. (10 marks)
 - d. What do you understand with the contact efficiency? (5 marks)
 - e. Explain the exclusive distribution, selective distribution, and intensive distribution. (15 marks)

3. Examine the major channel alternatives.
- a. Identify the direct channel. (5 marks)
 - b. What are the differ direct channel from indirect channel? (5 marks)
 - c. Describe 3 structures that can be used in the marketing channel for consumer goods. (15 marks)
 - d. Describe 3 structures that can be used in the marketing channel for industrial goods. (15 marks)
 - e. Examine the difference between direct and indirect channels of marketing. (10 marks)
 - f. Describe 3 types of intermediaries that producers used in marketing channel and give the appropriate example. (15 marks)





TOPIC 8

INTEGRATED MARKETING COMMUNICATIONS

The table below show the course learning outcome for every topic in DPM20033:

TOPIC 8.0	INTEGRATED MARKETING COMMUNICATIONS
8.1	Explain Integrated Marketing Communications
8.2	Examine objectives of marketing communication mix
8.3	Examine FIVE (5) elements of promotion mix



MIND MAPPING

STRUCTURED QUESTIONS



Define Integrated Marketing Communication (IMC)

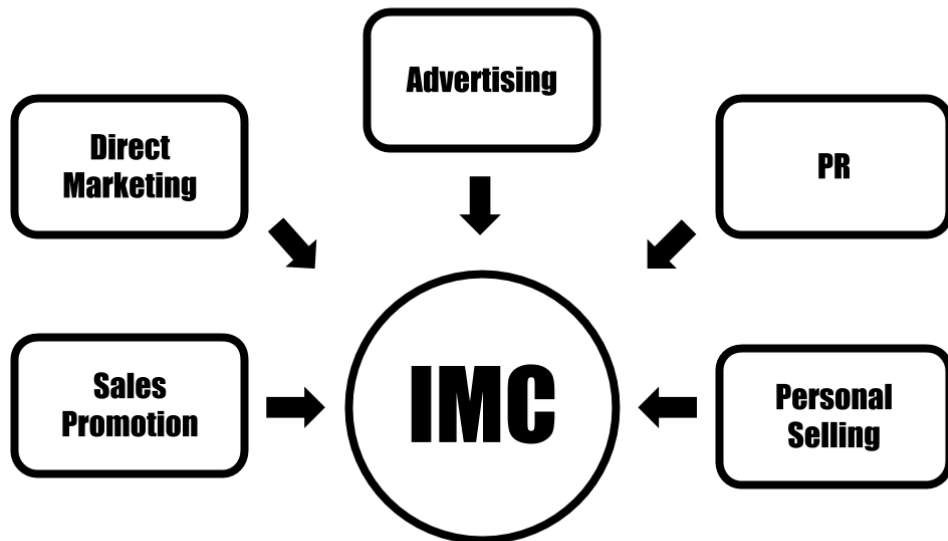
***** Other related question**

a) What is Integrated Marketing Communication (IMC)?

What are the objectives of marketing communication mix?

*** Other related question

- a) List **THREE (3)** of the objectives of the marketing communication mix.
- b) Give **THREE (3)** the objectives of marketing communication mix.



Define Five (5) alternatives of promotion mix a company has to consider in communicating its products and services to their target markets.

***** Other related question**

- a) List any FIVE (5) of the promotion mix.**
- b) Identify the promotion mix that can be used by a company to communicate its products and services to their customers.**
- c) Identify the types of promotion mix**
- d) State the elements of promotion mix**

What is the promotion mix?

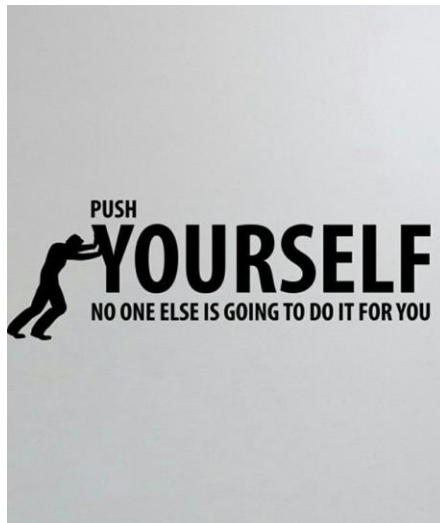
***** Other related question**

- a) Define the promotion mix**
- b) Describe the meaning of promotion mix.**
- c) Discuss what is the promotion mix**

What are the sales promotion tools used to communicate with customers?

*****Other related question**

- a) List the sales promotion tools in promotion mix
- b) Brief / Elaborate the sales promotion tools



What are the steps of personal selling in communicating with customers?

*** Other related question

- a) List the steps of personal selling in promotion mix.





Try answering this question to show understanding and state the reason of True or False.

1. Personal selling allows a one-to-one relationship between company and consumer.	True / False
2. Ehsan Waterpark has multiple days throughout the year where they donate a percentage of ticket sales to local charities. They also have days when they close the park and invite children from low-income families to enjoy the activities at the park for free. This is an example for public relation	True / False
3. Advertising is any paid form of impersonal (one way) paid communication in which the company is identified	True / False
4. Advertising is one aspect of marketing, but marketing can include other strategies	True / False
5. Advertising is the strategy of using a medium to gain public attention to a product or business	True / False
6. IMC is an acronym for Integrated Marketing Communications	True / False
7. FIVE (5) parts of promotional mix are advertising, public relation, sales promotion, personal selling, and direct marketing	True / False
8. Integrated marketing communication (IMC) are important to marketers because there are many options now for promotional messages using online social media and other alternative advertising methods	True / False
9. Considering non-personal communication channels, billboards and posters are considered as broadcast media	True / False
10. Bottom line is NOT an Integrated Marketing Communications (IMC) tool	True / False
11. Integrated Marketing Communication (IMC) is about support for the marketing strategy	True / False
12. Integrated Marketing Communications (IMC) objective is to control completely all aspects of marketing mix	True / False
13. The individuals who work in marketing, advertising and other promotional areas must understand better how to use the various tools of marketing communications	True / False
14. Publicity is defined as any paid form of non-personal presentations of ideas, products or services that are paid by the sponsor using mass communication	True / False
15. Direct marketing campaign is a press release and special occasions	True / False
16. Direct marketing is an interactive system of marketing which uses one or more advertising media to affect a response or transaction at any location	True / False
17. Indirect marketing refers to the database driven process of direct communication with targeted customers or prospects using any medium to obtain measurable response or transaction via one or multiple channels	True / False

18. The example of medium in direct marketing to collect data are questionnaire, survey, interviews, and forms	True / False
19. Direct marketing tools including buyer, seller, intermediaries, competitors, supplier, and another agency	True / False
20. Interactive learning is the ability to address the customer, remember what the customer says and address the customer again in a way that illustrates that we remember what the customer told us	True / False

SUGGESTED ANSWER: TRUE/FALSE

1. F	2. F	3. T	4. T	5. F	6. F	7. T	8. T	9. T	10. F
11. T	12. T	13. T	14. T	15. T	16. T	17. T	18. F	19. T	20. F

FEAR Has Two Meanings

F~ Forget
E~ Everything
A~ And
R~ Run **Or** **F~ Face**
E~ Everything
A~ And
R~ Rise

The Choice Is YOuRS..!!



OBJECTIVE QUESTIONS

Please choose the best answer for this section.

1. What part of the promotional mix allows a one-to-one relationship between company and consumer?
A) Personal selling
B) Sales promotion
C) Advertising
D) Pricing
2. Ehsan Waterpark has multiple days throughout the year where they donate a percentage of ticket sales to local charities. They also have days when they close the park and invite children from low-income families to enjoy the activities at the park for free. What is this an example?
A) Advertising
B) Sales promotion
C) Public relations
D) Personal selling
3. What is any form of impersonal (one way) paid communication in which the company is identified?
A) Public relation
B) Advertising
C) Sales promotion
D) Customer service
4. How do marketing and advertising differ?
A) Advertising is used to promote products, while marketing is used to promote services.
B) Advertising is one aspect of marketing, but marketing can include other strategies.
C) Marketing and advertising are different terms for the same thing.
D) Advertising is used to promote services, while marketing is used to promote products

Fundamental of Marketing
Topic 8: Integrated Marketing Communication

5. Which of the following BEST defines advertising?
 - A) The strategy of promoting goods and services on social media
 - B) The strategy of using a medium to gain public attention to a product or business.
 - C) The strategy of using television commercials and coupons to make people buy things.
 - D) Any strategy that a company uses to get more people to buy their product
6. IMC is an acronym for?
 - A) Institutional Management Consultant
 - B) International Marketing Consultant
 - C) Integrated Marketing Communications
 - D) Integrated marketing Condition
7. Assess the FIVE (5) parts of the promotional mix.
 - A) Advertising, promotion, discounts, coupons, and billboards
 - B) Advertising, product, pricing, placing and promotion.
 - C) Coupons, billboards, promotion, sales contests, and giveaways
 - D) Advertising, public relation, sales promotion, personal selling, and direct marketing
8. Why integrated marketing communication (IMC) is important to marketers?
 - A) There are many options now for promotional messages using online social media and other alternative advertising methods.
 - B) The intellectual development of the end consumer has advanced.
 - C) They ensure consistency at every customer contact point with the message.
 - D) Most sales force require them since they are more educated
9. Considering non-personal communication channels, billboards and posters are considered as _____
 - A) Online media
 - B) Broadcast media
 - C) Print media
 - D) Display media
10. Which of the following is NOT an Integrated Marketing Communications (IMC) tool?
 - A) Sales promotion
 - B) Personal selling
 - C) Public relation
 - D) Bottom line

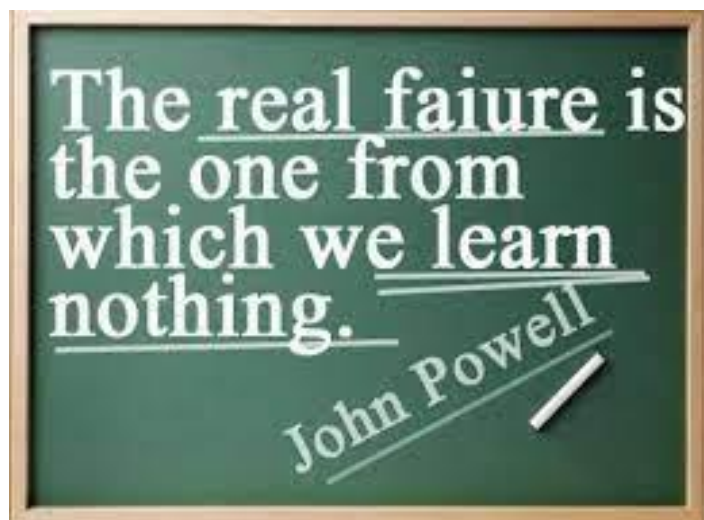
Fundamental of Marketing
Topic 8: Integrated Marketing Communication

11. Integrated Marketing Communication (IMC) is about _____?
- A) strategically determined bend of internal and external messages
 - B) coordination promotional tools
 - C) support for the marketing strategy
 - D) harmonized messages
12. Integrated Marketing Communications (IMC) objective is to _____
- A) do all promotional activities towards the establishment of an integrated image.
 - B) control all aspects of product distribution.
 - C) communicate with customers primarily through advertising.
 - D) control completely all aspects of marketing mix
13. Which of the following conditions must be met to enable Integrated Marketing Communications (IMC) to be effectively used?
- A) Individuals who work in marketing need to know in depth the process of creative advertising.
 - B) Advertising agencies need to acquire firms that specialize in other areas of marketing communications.
 - C) The individuals who work in marketing, advertising and other promotional areas must understand better how to use the various tools of marketing communications.
 - D) All elements of the marketing mix should be placed under the control of advertising agencies
14. _____ is defined as any paid form of non-personal presentations of ideas, products or services that are paid for by the sponsor using mass communication.
- A) Advertising
 - B) Personal selling
 - C) Promotional mix
 - D) Publicity
15. Which of the main tools of the following campaign is a press release and special occasions?
- A) Sales promotion
 - B) Personal selling
 - C) Direct marketing
 - D) Public relation
16. Direct marketing is an _____ of marketing which uses one or more advertising media to affect a response or transaction at any location.
- A) Interactive system
 - B) Interactive communication
 - C) Interactive handling
 - D) Interactive negotiation

17. _____ refer to the database driven process of direct communication with targeted customers or prospects using any medium to obtain measurable response or transaction via one or multiple channels.
- A) Indirect marketing
 - B) Direct marketing
 - C) Direct channel
 - D) Indirect channel
19. Direct marketing tools including _____
- A) Buyer, seller, intermediaries, competitors, supplier, and another agency
 - B) Questionnaire, interviews, forms, journal, face to face and telephone
 - C) Direct mail, catalogue, telephone, kiosk, direct response tv and online marketing
 - D) None of the above
18. There are examples of medium in direct marketing to collect data; _____
- A) Website, Webinars, Email, Articles, web ads, videos, print collaterals.
 - B) Web, newspaper, email, articles, face to face
 - C) Web, newspaper, email, articles, face to face, telephone
 - D) Questionnaire, survey, interviews, forms
20. _____ is the ability to address the customer, remember what the customer says and address the customer again in a way that illustrates that we remember what the customer told us.
- A) Interactive learning
 - B) Interactive calling
 - C) Interactive communication
 - D) Interactive marketing

SUGGESTED ANSWER: MULTIPLE CHOICE QUESTION

1. A	2. B	3. A	4.A	5.B	6.C	7.D	8.C	9.C	10.D
11.B	12.D	13.C	14.A	15.D	16.A	17.B	18.D	19.C	20.A



EXAMPLES
FINAL EXAM QUESTIONS

INSTRUCTION:

Please write your answer on a paper after you have done your revision topic by topic to show your understanding of the question in the topics.

1. Explain Integrated Marketing Communications.
 - a. Definition of IMC. (5 marks)

2. Examine objectives of marketing communication mix.
 - a. Illustrate 3 objectives of marketing communication mix. (15 marks)

3. Examine FIVE (5) elements of the promotion mix.
 - a. Examine 5 elements of the promotion mix. (15 marks)

 - b. Describe 3 elements of the promotional mix. (15 marks)

4. IMC is a concept that combines all aspects of marketing communication (such as advertising, sales promotion, public relations, direct marketing, personal selling) for them to work together as a joint effort for an effective communication.
Explain 3 elements of promotion mix and give a suitable example in each element. (15 marks)

5. A personal presentation by the firm's sales force for the purpose of making sales and building customer relationships. Briefly explain the 5 steps in personal selling. (15 marks)

6. An effort to build good relationships between the company and various public. Means to obtain favorable publicity, building up a good "corporate image" and handling or heading off unfavorable rumors, stories & events. Describe 5 tools in public relations. (15 marks)

7. Changes in society have made consumers more receptive to direct marketing. Explain 5 methods that can be used in direct marketing.

(15 marks)

8. Explain how advertising can help advertisers control the message.

(10 marks)

9. Sales promotion is an activity that provides extra value to the sales force, distributors, or ultimate consumer and can stimulate immediate sales. Describe 5 tools that can be used to target the ultimate user of a consumer-oriented product.

(15 marks)

10. Trade-oriented is targeted toward marketing intermediaries such as retailers, wholesalers, or distributors. There are promotion allowances, merchandise allowances, Price deals, sales contests, and trade shows. Illustrate 5 tools that can be used in trade oriented.

(15 marks)

**GOOD LUCK FOR
YOUR FINAL EXAM SOON**

RUJUKAN

Ebook PRINCIPLES OF MARKETING (website Politeknik Port Dickson)



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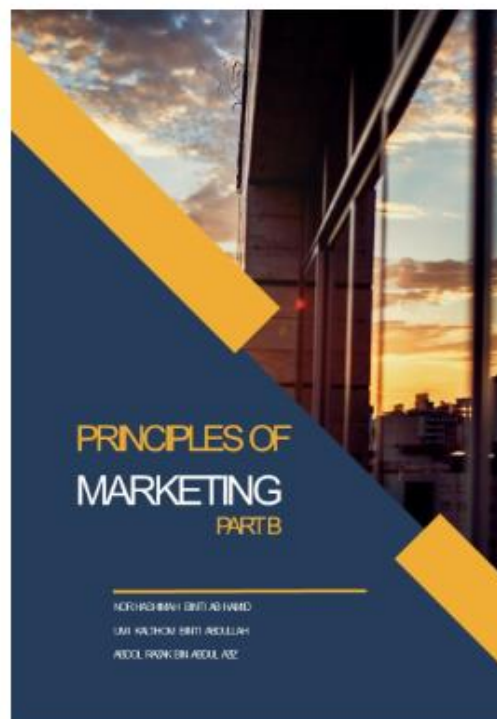
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