

**UNIVERSITY COLLEGE TATI (UC TATI)****FINAL EXAMINATION QUESTION BOOKLET**

COURSE CODE	: DTG 2253
COURSE	: MARKETING
SEMESTER/SESSION	: 1-2023/2024
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 hands and ask 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 and 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:

- a) Joint venture
- b) Import and export (4 marks)

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

TABLE OF SPECIFICATION AND APPROVAL OF THE FINAL EXAM QUESTION FORM

(To be filled in by lecturer/instructor)

Instruction: Fill in ... column only!

COURSE DETAILS	
COURSE NAME	MARKETING
COURSE CODE	DIG 2233
YEAR	
SEMESTER	SEM 01, SESSION 2022/2023
INTAKE	1. ZAILAMRI BIN DERAMAN RAMLI
LECTURER/INSTRUCTOR	
DATE	

Fig. Bachelor Degree or Diploma or Foundation
Program (Equivalent Level/Program)

FINAL EXAM MONITORING	
FINAL EXAM DURATION	3 HRS
TOTAL NUMBER OF QUESTION	14
FINAL EXAM MARK	100
FINAL EXAM MARK	48

QUESTION PAPER (Please tick "I" where appropriate)

1st DRAFT	2nd DRAFT	3rd DRAFT

TOPIC NO	CHAPTER/TOPIC	REMARKS	CLO	CLO COVERED	CLO %	NO	NAME	PANEL MEMBERS	SIGNATURE
1	Marketing Concept and Process	CLO1 C2	1	CLO 1: Explain the concept and process of marketing. (C2)	11.2	1	ZAKARIA B. MAT ZUW		
2	Marketing Environment and Target Marketing	CLO2 C2	2	CLO 2: Describe the marketing environment and target marketing. (C2)	11.2	2			
3	Marketing Mix	CLO3 C2	3		0	3	Dr. W. M. Zulhairani		
4	Service and Global Marketing	CLO4 C3	4	CLO 4: Apply the selected marketing mix to service and international markets. (C3)	17.8	4			
5						5			
6						6			
7						7			
8						8			
9						9			
10						10			
11						11			
12						12			
13						13			
14						14			
15						15			

TOPIC	Lecture P/F (hrs)	Time %	Final Exam Marks	C1		C2		C3		C4		C5		TOTAL EXAM MARKS	COMMENT(S)		
				No of Q	Marks 2%	Question	No of Q	Marks 45%	Question	No of Q	Marks 4%	Question	No of Q	Marks 8%			
Topic 1	8	25%	28	CLO1	1	Q1a	3	28	Q1b, Q1c, Q2a					4			
				CLO2										0			
				CLO3										0			
				CLO4									0				
Topic 2	8	25%	28	CLO1									0				
				CLO2			2	16	Q2b, Q2c, Q2d	1	8	Q3a	1	4	Q3c	4	28
				CLO3											0		
				CLO4											0		
Topic 3	8	25%	28	CLO1									0				
				CLO2											0		
				CLO3											0		
				CLO4											0		
Topic 4	4	14%	14	CLO1					4	30	Q3b, Q3c, Q4a, Q4b			0			
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				CLO3											0		
				CLO4			1	4	Q4b	1	10	Q5a			2	14	
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