

SIR ARTHUR LEWIS COMMUNITY COLLEGE
Division of Technical Education and Management Studies

EXAMINATION SESSION : December 2004 – Final Examination
TUTOR(S) : Mrs. Joan Lansiquot-Ferdinand
PROGRAMME TITLE : Travel and Tourism, Hospitality Studies
PROGRAMME CODE(S) : 3HS-TAT-AD, 3HS-HOS-AD
COURSE TITLE : Marketing I
COURSE CODE(S) : BUS102
CLASS(ES) : Year 1
DATE : 6th December 2004
TIME : 9:00 a.m.
DURATION : 2 ½ hours
ROOM : HOS W1
INVIGILATOR(S) : Mr. W. Lamontagne/Mrs. J. Ferdinand



#M19



INSTRUCTIONS:

Answer ALL questions in each section

- SECTION A : Multiple Choice
- SECTION B : TRUE/FALSE Section
- SECTION C : Long Answer questions

NAME :

REGISTRATION # :

SECTION I : MULTIPLE CHOICE

- 1) "Today's successful companies at all levels have one thing in common. The common theme can best be described as one where the companies are:
- oriented around public service
 - strongly customer focused and heavily committed to marketing
 - moving toward globalization and socialization
 - more interest in governmental regulation and control than before.
2. _____ is a social and management process by which individuals and groups obtain what they need and want through creating and exchanging products and value with others.
- management
 - marketing
 - econometrics
 - demand
3. When backed by buying power, wants become:
- needs
 - relationships
 - object relationship
 - demand
4. Anything that can be offered to market for attention, acquisition use, or consumption that might satisfy a want or need is called a:
- demand
 - basic staple
 - product
 - service
5. If a company is guilty of "marketing myopia", then it is:
- in danger of having dangerous cost overruns because it is trying to please too many diverse customer groups.
 - So taken with its products that it focuses only on existing wants and loses sight of underlying consumer needs.
 - Guilty of prejudice toward certain customer groups.
 - Fall into the trap of "copying" rather than "investing" products.
6. An approach in which all the company's people are involved in constantly improving the quality of products, services and business process is called:
- agna 1000
 - total quality management
 - total relationship opportunity
 - exchange management
7. A _____ consists of the company and all its supporting stakeholders.
- demand channel
 - marketing network
 - communication triad
 - product flow process
8. If the Sulphur Springs became consistently overcrowded with an unsafe level of traffic the authorities might have to undertaken _____ a campaign to reduce periods of the day or week.
- public relations
 - regulation program
 - demarketing
 - sales

- 9) "_____ fever" results from the convergence of a wide range of forces in the marketing environment from technological, economic and demographic forces to cultural, social and political ones.
- a) marketing
 - b) cultural
 - c) technographic
 - d) millennial
- 10) The _____ consists of the actors and forces outside marketing that affect marketing management's ability to develop and maintain successful relationship with its target customers.
- a) marketing organization
 - b) marketing system
 - c) marketing network
 - d) marketing environment
- 11) Which of the following terms best describes the environment that includes the forces close to the company that affect its ability to serve its customers – the company, suppliers, marketing channel forms, customer markets, competitors and publics?
- a) Micro-environment
 - b) Macro-environment
 - c) global environment
 - d) networked environment
- 12) All of the following would be considered to be a part of a company's macro-environment EXCEPT:
- a) demographic forces
 - b) marketing channel forces
 - c) technological forces
 - d) natural forces
- 13) _____ management sets the company's mission, objectives, broad strategies, and policies.
- a) top
 - b) middle level
 - c) marketing
 - d) tactical
- 14) A _____ consists of people equipment, and procedures to gather, sort, analyze, evaluate, and distribute needed, timely and accurate information to marketing decision makers.
- a) management information system
 - b) marketing information system
 - c) financial information system
 - d) management intelligence plan
- 15) Which of the following information forms available to the marketing manager can usually be accessed more quickly and cheaply than other information sources?
- a) marketing intelligence
 - b) marketing research
 - c) customer profiles
 - d) internal databases
- 16) The first step in the formal marketing research process is best described as being one where the marketing manager has to:
- a) define the problem and research objectives
 - b) interpret an report the findings
 - c) develop the research plan for collecting information
 - d) implement the research plan, and collect and analyze the data.

- 17) The type of research used to gather preliminary information to help generate research hypotheses is called:
- a) descriptive research
 - b) causal research
 - c) exploratory research
 - d) experimental research
- 18) The type of research used to test hypotheses about cause and effect relationships is called:
- a) descriptive research
 - b) causal research
 - c) exploratory research
 - d) investigative research
- 19) _____ is information that already exists somewhere, having been collected for another purpose.
- a) experimental information
 - b) external information
 - c) primary data
 - d) secondary data
- 20) Which of the following would be a good example of an online database?
- a) Linux
 - b) Lexis – Nexis
 - c) AOL
 - d) Quicken
- 21) Designing a plan for primary data collection usually calls for decisions in all of the following areas EXCEPT:
- a) payment methods
 - b) research approaches
 - c) contact methods
 - d) research instruments
- 22) A people meter or a checkout scanner would be examples of which of the following forms of research?
- a) ethnographic
 - b) survey
 - c) experimental
 - d) mechanical
- 23) Which of the following common survey methods is rated “excellent” for the control of the sample?
- a) mail
 - b) telephone
 - c) personal
 - d) online
- 24) _____ refers to the buying behaviour of final consumers.
- a) consumer buyer behaviour
 - b) target market buying
 - c) market segment buying
 - d) business buying behaviour

- 25) Understanding consumer buying behaviour is not easy. The answers are often locked deep within the consumer's head. The central question for marketers is:
- a) how much money is the consumer willing to spend?
 - b) How much does the consumer need to product being offered for sale?
 - c) How much does a discount or a coupon affect the purchase rate?
 - d) How do consumers respond to various marketing efforts the company might use?
- 26) The starting point in understanding how consumers respond to various marketing efforts the company might use is the:
- a) lipinski model of buying behaviour
 - b) stimulus – response model of buyer behaviour
 - c) Freudian model of buying behaviours
 - d) Maslow's model of life-cycle changes
- 27) Relatively permanent and ordered divisions in a society whose members share similar values, interests, and behaviours are called:
- a) cultures
 - b) sub-cultures
 - c) social classes
 - d) social factors
- 28) _____ is the most basic cause of a person's wants and behaviours
- a) culture
 - b) social class
 - c) personality
 - d) lifestyle
- 29) Sybil, Sara and Janice are all on the school tennis team. They are very proud of the fact that the team pulled together to accomplish the goal of winning a state championship for their school. Which is the best characterization of the relationship between these three girls and the rest of their school tennis team?
- a) group
 - b) trend setters
 - c) VALS Pattern
 - d) Lifestyle concept
30. According to Maslow's Hierarchy of needs, the lowest order of needs are called:
- a) self actualization needs
 - b) social needs
 - c) safety needs
 - d) physiological needs

SECTION B : TRUE/FALSE

- 1) Marketing is really only selling and advertising. _____
- 2) The first of the core marketing concepts that should be explored by the marketer wishing to do business is needs, wants and demands. _____
- 3) One party gives X to another party and gets Y in return. This would be an example of a transaction. _____
- 4) The primary concept of selling unsought goods such as encyclopedias or insurance is the product concept. _____
- 5) Marketing globally and locally would be part of the new marketing thinking as applied to connections with the world around us. _____
- 6) The micro-environment for most firms consists of the company itself, suppliers, marketing channel firms, customer markets, competitors and publics. _____
- 7) Suppliers are firms and individuals that provide the resources needed by the company to produce its goods and services. _____
- 8) One of the important types of customer markets in the reseller market. _____
- 9) Workers, volunteers, managers and the board of directors would be called a company's internal public. _____
- 10) An example of a firm that has an environmental management perspective would be one that hires a lobbyist to influence legislation affecting their industry. _____
- 11) One of the components of an organisation's marketing information system is marketing intelligence. _____
- 12) By itself, information has no worth. _____
- 13) One of the problems with internal databases is the slowness of access and cost associated with these information sources. _____
- 14) Secondary data is information collected for the specific purpose at hand. _____
- 15) Primary data can usually be obtained more quickly and at a lower cost than secondary data. _____
- 16) Marketing information has no value until it is used to make better marketing decisions. _____
- 17) Many consumers feel positively about marketing research and believe that it serves a useful purpose. _____
- 18) A good marketing information system balances the information user's ability to pay against a hierarchy of their needs. _____
- 19) One of the beauties of studying consumer behaviour is it's simplicity. _____
- 20) In a simple model of buyer behaviour, marketing and other stimuli are processed in a consumer's black box. _____
- 21) If the consumers have a cultural shift toward greater concern about health and fitness, then a correct marketing response would be to manufacture or market health and fitness services, exercise equipment and sports clothing. _____
- 22) A person's lifestyle is reflected by his or her activities, interests and opinions. _____
- 23) A person's self-concept is also called the self image. _____

- 24) Learning occurs through the interplay between drives, stimuli, cues response, and reinforcement. _____
- 25) Research has shown that attitudes are relatively easy to change while beliefs are extremely difficult to change. _____
- 26) The larger the gap between expectations and performance, the greater the consumer's dissatisfaction. _____
- 27) The business market consists of all the organizations that buy goods and services to use in the production of other products and services that are sold, rented or supplied to others. _____
- 28) The first stage of the business buying process is that of problem recognition. _____
- 29) Value analysis is performed in the supplier search stage of the business buying model. _____
- 30) In business buying MRO stands for maintenance, repair and operations. _____

SECTION C : LONG ANSWER

- 1) Define marketing and discuss its role in the economy. (20 marks)
- 2) Identify the differences between mass marketing, segment marketing, niche marketing and micro marketing strategies. (20 marks)

TENANCY AGREEMENT

ON THIS DAY the day of Two Thousand and Three.

LANDLORD: James Finisterre of La Clery in the Quarter of Castries.

TENANT:

PROPERTY: Residence at Beausejour

RENT:

THE TENANT hereby agrees:

- (a) To pay the rent as set out above.
- (b) To pay all charges for electricity, water and telephone at **THE PROPERTY** during the tenancy.
- (c) Not to assign or sublet **THE PROPERTY** and not to part with possession of the **THE PROPERTY** or any part thereof without the consent of **THE LANDLORD** which consent would not unreasonable be held.
- (d) To keep **THE PROPERTY** in good repair and condition.
- (e) To allow **THE LANDLORD** or anyone with **THE LANDLORD'S** written authority to enter **THE PROPERTY** at all reasonable times of the day to inspect its condition and state of repair, if **THE LANDLORD** has given 48 hours' written notice beforehand.

THE LANDLORD hereby agrees:

- (a) That **THE TENANT** has the right to possess and enjoy **THE PROPERTY** without any interruption from the **LANDLORD** or any person claiming through or in trust for **THE LANDLORD**.
- (b) To carry out all repairs and improvements necessary to put **THE PROPERTY** in a tenantable condition.

THE LANDLORD AND THE TENANT mutually agrees as follows:

- (a) The Landlord reserves the right to terminate this Agreement and immediate possession of **THE PROPERTY** should **THE TENANT** breach any of the terms of this Agreement.
- (b) **THE TENANT** shall have the right to terminate this Agreement by giving three (3) months written notice to **THE LANDLORD**.

.....
LANDLORD

.....
TENANT

.....
WITNESS

