

SIR ARTHUR LEWIS COMMUNITY COLLEGE
DIVISION OF TECHNICAL EDUCATION AND MANAGEMENT STUDIES

EXAMINATION SESSION : December 2007 Examination
TUTOR (S) : Ms. S. Meliat
PROGRAMME TITLE : Travel & Tourism
Food & Beverage
PROGRAMME CODE : 3HS-TAT-AD
3HS-FAB-AD
COURSE TITLE : Marketing I
COURSE CODE : BUS102
CLASS (ES) : Year 1's & 2's
DATE : 6th December, 2007
COMMENCEMENT TIME : 9:00 a.m.
DURATION : 2½ Hours
INVIGILATOR (S) : Mrs. A. Reid, Ms. D. Alfred
Ms. B. Dwarikasingh, Ms. P. Pascal
ROOM (S) : HOS R1, HOS R2

#M32

INSTRUCTIONS:

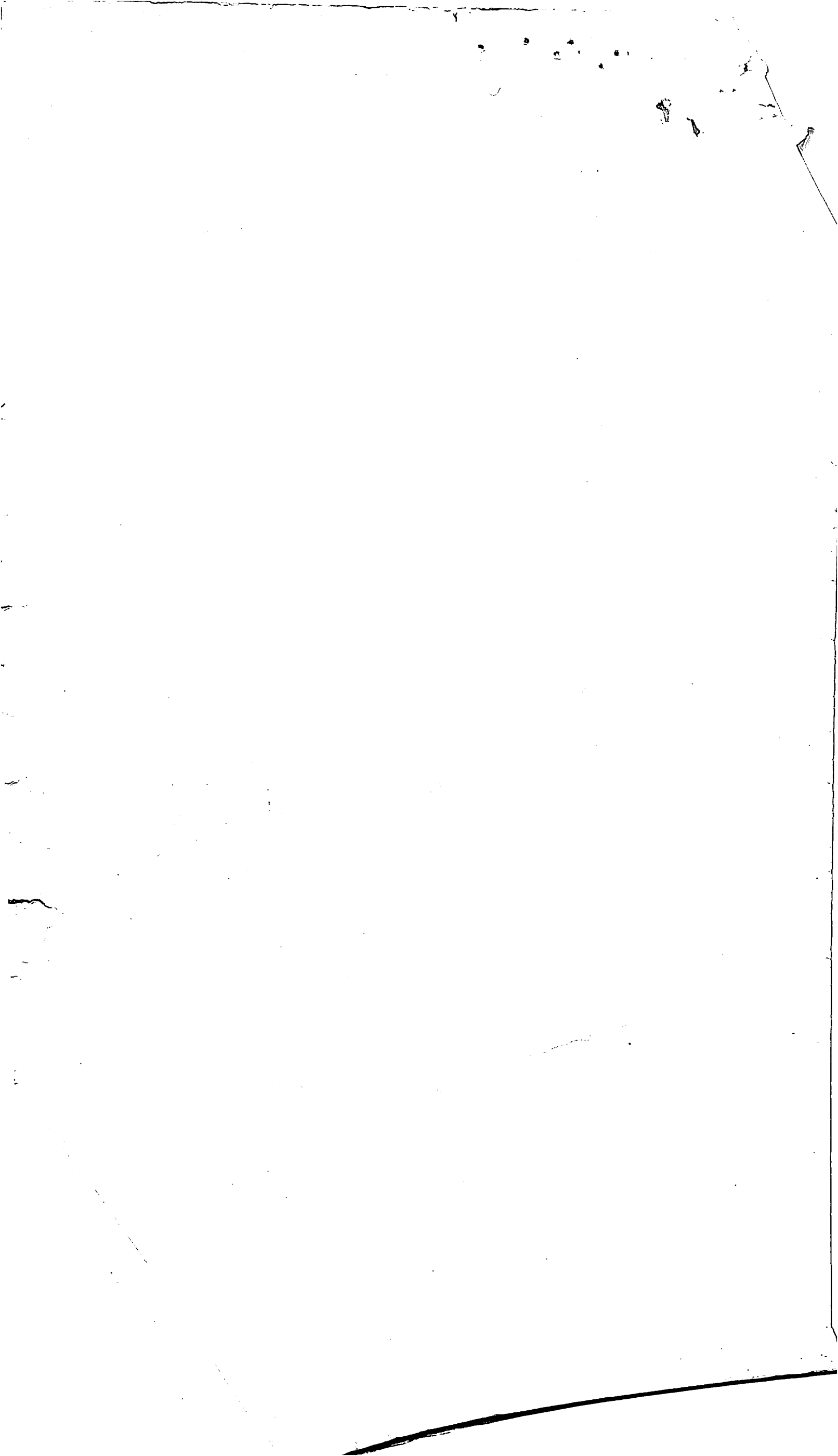
This Examination Paper consists of four (4) sections;

- Section 1 – Multiple Choice (50 marks)
- Section 2 – True/False (20 marks).
- Section 3 – Short Answer Questions (20 marks)
- Section 4 – Essay Question (20 marks)



- Place your ID Number on *each* of your answer sheets.
- Please number your responses accurately.
- All cell phones must be turned off during the Examination.
- Note: bags, books as well as writing paper not given by the invigilator should be deposited at the front of the Examination room or as otherwise indicated.
- Students must sign IN and OUT on the exam class list.

GOOD LUCK!!



Section 1

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:
 - a) Oriented around public service.
 - b) Strongly customer focused and heavily committed to marketing
 - c) Moving toward globalization and socialization
 - d) More interested in governmental regulation and control than ever before.

2. Creating _____ is at the very heart of modern market thinking and practice.
 - a) Profit maximization
 - b) Increased stock value
 - c) Award winning products
 - d) Customer value and satisfaction

3. The twofold goal of marketing is to attract new customers by promising superior value and:
 - a) Win advertising and industry awards for excellence
 - b) To keep and grow current customers by delivering satisfaction
 - c) Enhance shareholder value
 - d) Pay as few taxes as possible

4. When backed by buying power, wants become:
 - a) Needs
 - b) Relationship
 - c) Object relationships
 - d) Demands

5. An approach in which all the company's people are involved in constantly improving the quality of products, services, and business processes is called:
 - a) Cigna 1000
 - b) Total quality management
 - c) Total relationship opportunity
 - d) Exchange management

6. _____ is the process of developing and maintaining a strategic fit between the organization's goals and capabilities and its changing marketing opportunities
 - a) Strategic planning
 - b) Strategic control
 - c) Strategic networking
 - d) Functional development

7. For most companies, the first step in the strategic planning process is to:
 - a) set company objectives
 - b) design the business portfolio
 - c) define the company mission
 - d) review planning, marketing and other functional strategies



8. Under the BCG growth-share matrix, high-growth, high-share businesses or products are called:
- a) Stars
 - b) Cash cows
 - c) Question marks
 - d) Dogs
9. _____ consists of dividing a market into distinct groups of buyers on the basis of needs, characteristics, or behaviour who might require separate products or marketing mixes.
- a) Product differentiation
 - b) Market segmentation
 - c) Market targeting
 - d) Market positioning
10. Product, price, place, promotion are all controllable tactical marketing tools found in a company's _____
- a) Positioning plan
 - b) Marketing analysis division
 - c) Marketing mix
 - d) Marketing support system
11. The _____ consists of the actors and forces outside marketing that affect marketing management's ability to develop and maintain successful relationships with its target customers:
- a) Marketing organization
 - b) Marketing system
 - c) Marketing network
 - d) Marketing environment
12. All of the following would be considered to be in a company's microenvironment **EXCEPT:**
- a) Marketing channel firms
 - b) Political forces
 - c) Publics
 - d) Customer markets
13. _____ help the company to promote, sell, and distribute its goods to final buyers.
- a) Marketing intermediaries
 - b) Competitor networks
 - c) Suppliers
 - d) Service representatives

14. The study of human populations in terms of size, density, location, age, gender, race, occupation and other statistics is called:

- a) Geothermy
- b) Demography
- c) Ethnography
- d) Hemos-popography

15. The _____ environment contains institutions and other forces that affect society's basic values, perceptions, preferences and behaviours.

- a) Natural
- b) Business
- c) Cultural
- d) Consumer

16. The systematic design, collection, analysis, and reporting of data relevant to a specific marketing situation facing an organization is called:

- a) Internal company records
- b) Marketing research
- c) Marketing implementation
- d) Marketing intelligence.

17. 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 and report the findings
- c) Develop the research plan for collecting information
- d) Implement the research plan, and collect and analyze the data.

18. After the problem has been defined carefully, the next step in the marketing research process is to:

- a) Develop the product concept
- b) Develop the advertising campaign
- c) Develop the research plan for collecting information
- d) Proceed with collecting the information

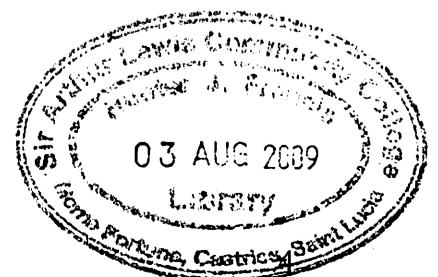
19. _____ is information that already exists somewhere, having been collected for another purpose.

- a) Experimental information
- b) External information
- c) Primary data
- d) Secondary data

20. _____ is information collected for the specific purpose at hand/

- a) Experimental information
- b) External information
- c) Primary data
- d) Secondary data

21. _____ is individuals and households who buy goods and services for personal consumption.
- a) The target market
 - b) A market segment
 - c) The consumer market
 - d) The ethnographic market
22. Consumer purchases are influenced strongly by cultural, social, personal, and:
- a) Psychographic characteristics
 - b) Psychological characteristics
 - c) Psychometric characteristics
 - d) Supply and demand characteristics
23. Even though buying roles in the family change constantly, the _____ has traditionally been the main purchasing agent for the family.
- a) Wife
 - b) Husband
 - c) Teenage children
 - d) Grandparent
24. The stages through which families might pass as they mature over time is a description of what is called the:
- a) Adoption process
 - b) Lifestyle cycle
 - c) Values and lifestyle topology
 - d) Family life cycle
25. 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
26. _____ is the process of evaluating each market segment's attractiveness and selecting one or more segments to enter.
- a) Mass marketing
 - b) Market segmentation
 - c) Market targeting
 - d) Market positioning
27. Which of the following statements is closest to the traditional argument for mass marketing?
- a) Find a need and fill it
 - b) The largest potential market can lead to the lowest costs, which translates into either lower prices or higher markets
 - c) The rifle approach rarely hits what it is aiming at
 - d) The consumer is king. Long live the king.



28. If a marketer attempts segmentation of a market by dividing the market into different units based on nations, regions, states, counties, cities or even neighborhoods, then the marketer is practicing _____ segmentation
- a) Demographic
 - b) Geographic
 - c) Political
 - d) Cartographic
29. The ability to reach and serve a market segment defines the characteristics of:
- a) Measurability
 - b) Actionability
 - c) Accessibility
 - d) Substantiality
30. Deciding to target several market segments and design separate offers for each is called:
- a) Undifferentiated marketing
 - b) Differentiated marketing
 - c) Concentrated marketing
 - d) Turbo marketing
31. Anything that can be offered to a market for attention, acquisition, use or consumption that might satisfy a want or need is called a:
- a) Idea
 - b) Demand
 - c) Product
 - d) Service
32. The most basic level of a product is called the
- a) Core product
 - b) Central product
 - c) Fundamental product
 - d) Augmented product
33. Products that the consumer usually compares with others on price, suitability, quality, and style are typically called:
- a) Convenience products
 - b) Specialty products
 - c) Shopping products
 - d) Unsought products
34. The primary distinction between a consumer product and an industrial product is based on the _____
- a) Cost
 - b) Size
 - c) Description
 - d) Purpose for which the product is bought

35. A _____ is a name, term, sign, symbol or design or a combination of these, that identifies the maker or seller of a product or service.
- a) Product feature
 - b) Sponsorship
 - c) Brand
 - d) Logo
36. A firm can obtain new products in two ways. First, it can develop them by using its own research and development department. Second, it can:
- a) Steal them
 - b) Get them through acquisition
 - c) Transfer them between divisions
 - d) Copy them
37. To create successful new products, a company must understand consumers, markets and competitors and:
- a) Develop a great advertising campaign
 - b) Have a strong website to push the product
 - c) Adopt a push rather than pull promotional concept
 - d) Develop products that deliver superior value to customers.
38. A _____ is the way consumers perceive an actual or potential product.
- a) Product idea
 - b) Product image
 - c) Product concept
 - d) Product feature
39. With respect to the product life cycle, the _____ is a period of slowdown in sales growth because the product has achieved acceptance by most potential buyers.
- a) Product development stage
 - b) Introduction stage
 - c) Growth stage maturity stage.
40. In terms of special product life cycles, a _____ is a basic and distinctive mode of expression.
- a) Genre
 - b) Style
 - c) Fashion
 - d) Fad
41. _____ is the amount of money charged for a product or service.
- a) Price
 - b) Accountancy
 - c) Demand
 - d) Value

42. Throughout most of history, prices were set by:

- a) Fixed-prices policies constructed by sellers
- b) Negotiation between buyers and sellers
- c) Governments and regulatory agencies
- d) Ruling monarchs

43. Before setting price, the company must decide on its strategy for:

- a) Distribution
- b) Promotion
- c) The environment
- d) The product

44. Costs that vary directly with the level of production are called:

- a) Fixed costs
- b) Variable costs
- c) Standard costs
- d) Independent costs

45. Market-penetration pricing refers to the practice of:

- a) Setting a high initial price and then penetrating the market with successive prices for each price sensitive layer.
- b) Setting a low initial price to penetrate the market quickly and attract a large number of buyers to win a large market share
- c) Pricing to attract low volume in many segments so as to gradually penetrate the market as a whole
- d) Pricing products very high to penetrate deeply and quickly into large profits for the company.

46. Another name for a company's marketing communications mix is:

- a) The advertising program
- b) The sales force
- c) The image mix
- d) The promotion mix

47. _____ is direct communications with carefully targeted individual consumers to obtain an immediate response.

- a) Personal selling
- b) Public relations
- c) Direct marketing
- d) Sales promotion

48. If a company's objectives were to reach masses of buyers that were geographically dispersed at a low cost per exposure, the company would likely choose which of the following promotion forms?

- a) Advertising
- b) Personal selling
- c) Public relations
- d) Sales promotion

49. A _____ is a promotional strategy that calls for using the sales force and trade promotion to move the product through channels.
- a) Push strategy
 - b) Pull strategy
 - c) Blocking strategy
 - d) Integrated strategy
50. Which of the following WOULD NOT be one of the primary advertising objectives as classified by primary purpose?
- a) To inform
 - b) To persuade
 - c) To remind
 - d) To make profits

Section 2

Answer True or False to the following questions.

1. The first of the core marketing concepts that should be explored by the marketer wishing to do business is needs, wants, and demands.
2. The most important of the 4P's is promotion because without promotion no one would know about the products.
3. Under the marketing concept, top management, finance, research and development, purchasing, manufacturing, and accounting must 'think consumer' and they should work in harmony to provide superior customer value and satisfaction.
4. Primary data can usually be obtained more quickly and at a lower cost than secondary data.
5. A person's lifestyle is reflected by his or her activities, interests, and opinions.
6. Because buyers have unique needs and wants, each buyer is potentially a separate market.
7. A product can be a person, place or an idea.
8. Today, innovation can be very risky.
9. One of the most common mistakes made by companies with respect to pricing is that their pricing is too cost-oriented.
10. As a form of promotion, personal selling is a personal presentation by the firm's sales force for the purpose of making sales and building customer relationships

Section 3

Answer ALL of the following questions.

1. Define 'marketing' and discuss its role on the economy. (8mks)
2. Discuss the differences between *market segmentation*, *market targeting* and *market positioning*. (6 mks)
3. Describe the component parts of the *two (2)* major environmental forces that affect the company's ability to serve its customers (6 mks)

Section 4

Answer *any one (1)* of the following questions.

1. A firm can adopt one of the three marketing strategies when attempting to market its goods and services. Describe *two (2)* of these possible strategies and provide examples of each. (20 mks)

OR

2. Explain the meaning of the terms product and service. Compare the differences and similarities by explaining the product-service continuum. (20 mks)

END OF EXAMINATION

Merry Christmas 