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UNIVERSITI TUN HUSSEIN ONN MALAYSIA

FINAL EXAMINATION  
SEMESTER I  
SESSION 2021/2022

COURSE NAME : MARKETING MANAGEMENT  
COURSE CODE : BWB 44503  
PROGRAMME CODE : BWQ  
EXAMINATION DATE : JANUARY / FEBRUARY 2022  
DURATION : 3 HOURS  
INSTRUCTION : 1. ANSWER ALL QUESTIONS.  
2. THIS FINAL EXAMINATION IS AN **ONLINE** ASSESSMENT AND CONDUCTED VIA **OPEN BOOK**

THIS QUESTION PAPER CONSISTS OF FOUR (4) PAGES

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- Q1** (a) Based on your understanding, outline and explain the steps of the marketing management process that a marketing manager is responsible for. (10 marks)
- (b) As a whole, the marketing system comprises all marketing activities of various organizations in Malaysia and all over the world. The system affects many people in various ways and tremendously improved people's lives. Explain how it benefits the society. (2 marks)
- (c) Media and channel decisions are things that separate organizations inside similar industry as organizations are continually looking for particular ways of acquiring productivity by supplanting one limited time instrument with others and spotlight on its trademark. Based on this fact, explain the concept of marketing communication mix. (8 marks)
- Q2** (a) Marketers use showcasing data gathered on specific key clients, items, circumstances which related to measuring the segment purchaser goods and administration market. Through this statement, determine the **FOUR (4)** market segmentation stages. (8 marks)
- (b) Organizations that work and sell technology and innovation-based services could offer their products to domestics and global clients. Thus, it prompts better business scale and passed the expense reserve funds and efficiencies to different organizations and customers at large. In view of the assertion, classify the type of service providers utilized by the organizations. (12 marks)
- Q3** (a) Marketing framework or system involves all showcasing exercises of different associations in Malaysia and abroad. The framework influences many individuals in different ways and enormously further developed individuals' lives including benefits. Explain in detail on this matter. (8 marks)
- (b) Purchasing choice cycle is more compounded than the aspects that impact the business market purchasing behavior and the way of purchasing behavior found in the business market. Illustrate the concept of "Buying Centered" and "Business Buyer". (12 marks)





**Q4** Though Samsung was initially known as a technology-imitating company, it has transformed itself into one of the most innovative companies competing with technological giants like Apple. The AMOLED display for TV and smartphones where Samsung holds 99% of the global market share is the breakthrough technology underpinning the company's success and defining Samsung's new methodology of innovation. The vision of a new type of technology leader coupled with the decision to pursue a new form of planning, and significant effort from the company's engineers to pursue the dream of becoming a kingpin in AMOLED screen technology back in the 2000s, mattered most. The initial vision triggered a whole range of operational changes within the company that saw Samsung using the TRIZ and Six Sigma approach in order to instrument a revolution in retraining the engineers and effecting a pervasive change in the corporate culture. The culture implied that the concerned engineers had to conceptualize innovative ideas with sustainable prospects, and at the same time had to master problem-solving skills with innovative technologies. The company had to resort to a smart resource allocation planning too, to minimize the risk. The AMOLED team under Samsung SDI had to overcome internal competitions with the Samsung Electronic's LCD program and research at SAI. Another challenge was to conduct a train-for-trainers program in order to retrain hundreds of engineers later on. The team also identified and worked on five major points in critical quality improvements (CTQs), namely, the lifetime of the screen, power consumption, uniformity in production, module efficiency and patentability. The CTQ activities were conducted under fifty different projects intended to formulate the backbone of the sustainable AMOLED technologies. These 50 projects were sub-divided into thousands of sub-projects, wherein the engineers were encouraged to find the solution of emerging problems encountered in the process of solving a particular problem. At the corporate level, new business configurations with strong research and development strategies were formed and translated into the company's global goals in order to ensure the efficiency in innovation aptitude. Those changes ultimately transformed Samsung's corporate culture in a positive manner. As a result, Samsung now holds more than 2,800 patents in AMOLED screen technology, winning over consumers. The innovation has tripled the company's operating income too, emphasizing the need for other companies to fine-tune their own strategies.

Source: Adapted from Forbes' website, <http://www.forbes.com/sites/haydnshaughnessy/2013/03/29/how-did-samsung-become-a-high-growth-company/>.

- (a) Discuss the factors that ultimately transformed Samsung's corporate culture, making it one of the most innovative companies. (8 marks)
- (b) Explain the importance of patents to Samsung in maintaining its competitiveness. (4 marks)
- (c) Explain who are Samsung's biggest competitors today, and what are the risks they face with their current strategy? (8 marks)

**Q5** Market segmentation, while playing an important role in providing a competitive advantage to retailers in this era of fast-paced retail markets, helps retailers to not only define their target market but also understand their demands and implement a retail strategy to provide services and products that best fits those demands and differentiate themselves from competitors. Considering the fact that most customers have different needs, identifying and targeting

customers with similar needs and behaviour is the core idea of segmentation. As the holidays approach, retailers hope to achieve their sales targets and take extra measures. Useful information regarding customer attributes and careful planning decides the fortune of the retailer. Although customers differ significantly in their shopping behaviour but one question remains: Do these market segments manifest similar attitudes when it comes to holiday shopping plans? Understanding these plans could prove to be a promising advantage to retailers. Customers of Best Buy, Target and Walmart were surveyed to find out if there were any similarities in using tablet mobiles for shopping during the holiday season. Three attributes were found to be common: 'shop smart', 'save money' and 'save time'.

**Shop smart:** Presently the traditional trend of searching for information from store to store has shifted to customers using mobile tablets, especially when it comes to operating hours, sales, promos, directions or additional services. Retailers should therefore provide pertinent information on their website to make the customers search easy and fast.

**Save money:** The recent economic recovery has made customers of today more price sensitive. They prefer using their tablets to compare prices and shop at places with the lowest price. These customers look for sales, pay with cash, hunt for coupons and do their research to find gifts at the lowest prices using their mobile tablets.

**Save time:** Time being the most important constraint while shopping, has forced people to shop online to save time. Online sales these days provide shoppers with convenience, branded merchandise, security and low shipping rates.

Market segmentation is important and should not be underestimated. However, proper insights reveal that the big box customers are similar in the three attributes: they plan to shop smart, save money and save time. Retailers should leverage these attributes when marketing to consumers.

Source: Adapted from Forbes' website, <http://www.forbes.com/sites/prosper-now/2013/11/21/best-buy-target-and-walmart-shoppers-demonstrate-three-commoattributes-this-holiday-season/>.

- (a) Useful information regarding customer attributes and careful planning decides the fortune of 'the retailer'. Discuss on this statement. (6 marks)
- (b) How would you recommend retailers to cultivate long-term relationships with all three attributes: shop smart, save money and save time? Determine the level of treatment for all three attributes. (8 marks)
- (c) To explore the new attributes segment, what types of customer information might retailers need? Describe how can retailers collect this information. (6 marks)

- END OF QUESTIONS -

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