



UNIVERSITI TUN HUSSEIN ONN MALAYSIA

FINAL EXAMINATION
SEMESTER II
SESSION 2023/2024

- COURSE NAME : FOOD PRODUCT MARKETING
- COURSE CODE : BWD 32702
- PROGRAMME CODE : BWD
- EXAMINATION DATE : JULY 2024
- DURATION : 2 HOURS
- INSTRUCTIONS :
1. ANSWER ALL QUESTIONS
 2. THIS FINAL EXAMINATION IS CONDUCTED VIA
 - Open book
 - Closed book
 3. STUDENTS ARE **PROHIBITED** TO CONSULT THEIR OWN MATERIAL OR ANY EXTERNAL RESOURCES DURING THE EXAMINATION CONDUCTED VIA CLOSED BOOK

THIS QUESTION PAPER CONSISTS OF **THREE (3)** PAGES

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- Q1** Marketing encompasses the strategic activities and processes organizations undertake to promote, sell, and distribute products or services to customers.
- (a) Define the marketing channels.
(2 marks)
- (b) Discuss how the marketing channels can be used to distribute and promote products or services.
(4 marks)
- (c) Explain **FOUR (4)** examples of digital marketing channels that can help businesses to create effective marketing strategies.
(8 marks)
- (d) As e-commerce continues to grow, distribution channels have undergone significant evolution to cater to the shifting demands and preferences of online consumers. Explain **THREE (3)** roles of digital platforms and third-party marketplace in modern distribution channel strategies.
(6 marks)
- Q2** A renowned producer of packaged snacks is experiencing a notable drop in sales despite introducing a new line of healthy snacks featuring innovative flavors and attractive pricing.
- (a) The marketing team is puzzled about why the new product is not meeting consumers' expectations. Despite offering a new healthy snack at a competitive price point, the company is experiencing a decline in sales due to a lack of understanding of consumer decision-making processes in the target market segment. By using the AIDA model, explain how the company can increase sales.
(10 marks)
- (b) It is critical for the business owner to understand the consumer decision-making process. By applying this concept, discuss how the company can better understand and leverage these factors to improve their marketing strategies.
(10 marks)
- Q3** Market segmentation is the process of dividing a broad consumer or business market into subgroups or segments based on shared characteristics, preferences, needs, or behaviours.
- (a) Company B is a dynamic and innovative food brand recognized for its cutting-edge culinary creations and progressive approach to the industry. Analyze how Company B segments the market to target Generation Z consumers with their food products effectively.
(10 marks)

- (b) Company X, a leading beverage manufacturer, has noticed a decline in sales of its flagship energy drink in recent months. Despite having a loyal customer base, the company is concerned about the sudden drop in sales and wants to understand the underlying factors contributing to this decline. Outline a marketing research study to investigate consumer preferences, purchasing behaviour, and perceptions of energy drinks in the target market segment.

(10 marks)

Q4 Company Z, a well-established food manufacturer, is considering introducing a new line of plant-based meat alternatives to capitalize on the growing demand for vegetarian and vegan options in the market. The company recognizes the shifting consumer preferences towards healthier and more sustainable food choices and believes that launching plant-based meat products could enhance its market competitiveness.

- (a) Analyse the strategic implications of entering the plant-based meat market for Company Z, including considerations of product development, branding, distribution channels, and pricing strategies

(10 marks)

- (b) Explain the promotional strategies utilized by Company Z to promote its new range of plant-based meat alternatives aimed at vegetarian and vegan options for market consumers.

(10 marks)

- END OF QUESTIONS -