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UNIVERSITI TUN HUSSEIN ONN MALAYSIA

**FINAL EXAMINATION
SEMESTER I
SESSION 2016/2017**

TERBUKA

COURSE NAME : STRATEGIC MARKETING
COURSE CODE : BWB 44003
PROGRAMME CODE : BWQ
EXAMINATION DATE : DECEMBER 2016 / JANUARY 2017
DURATION : 3 HOURS
INSTRUCTION : ANSWER ALL QUESTIONS

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

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- Q1** (a) Outline the steps of the marketing management process that a marketing manager is responsible for. (10 marks)
- (b) Both value and satisfaction influence consumers' perception of a product worth, yet they are difference. Discuss this statement. (4 marks)
- (c) Using a product as an example, discuss the differences between needs, wants and demand could be useful to a marketer. (6 marks)
- Q2** (a) Discuss the meaning of 'demographic force'. What is the possible demographic influence that might affect Apple Incorporation in introducing the new invention of Apple Watch? (10 marks)
- (b) Sensodyne is well known as a leading toothpaste producer in the premium market for sensitive teeth. List **FIVE (5)** out of six strategies that Sensodyne could take to protect its market from its competitor, Colgate Pro-Relief toothpaste. (5 marks)
- (c) Hup Seng Industries Berhad is a biscuit marker in Batu Pahat, Malaysia. The marketers intended to focus on developing and strengthening its beverage brand, In-Comix, in the local Malaysian market. There is a possibility that the marketing plan might fail. However why it is still relevant to marketers? (5 marks)
- Q3** (a) A marketing plan is done at the business unit level, a product level or a brand level. Marketing plan involves eleven stages. Describe the stages briefly. (11 marks)
- (b) The management can use the strategic opportunity matrix which has four growth alternatives. Discuss each of the alternatives. (9 marks)
- Q4** (a) Discuss the suitability of a long channel compared to a short channel distribution network for a product. (8 marks)
- (b) Fraser & Neave Holdings Bhd (F&N) has opened a new RM25 million warehouse in Kuching, in anticipation of the growing demand for its products in Sabah and Sarawak. F&N said on 2 April, the new warehouse would be more than triple its

warehousing capacity to 600,000 cases, from a previous capacity of 180,000 cases in East Malaysia. The investment includes the cost of acquiring the land. The warehouse started operations in February. Sarawak Chief Minister, Tan Sri Abdul Talib Mahmud, graced the opening ceremony here on 2 April. Also present was F&N's CEO Tan Ang Meng. F&N started operations in Kuching in 1966, with one production line and a capacity of 567,000 cases per year. In the last financial year, F&N's soft drink division's total sales volume in Sarawak exceeded one million cases, while production was in excess of seven million cases.

(i) Using a diagram, illustrate a channel design length suitable for F&N soft drink.

(4 marks)

(ii) Besides warehousing, describe other main logistic function of a marketer.

(8 marks)

Q5 Facebook, the leading social media website launched in 2004, with over 8 million users from around the world, now probably knows more about its users than any other company in history. Information ranging from your personal information, to who are your friends and family members, information on things you buy, websites you visit, your favourite TV shows, your location, places you have visited, etc. Facebook even knows what kinds of things you do not like to share on your profile. The only thing Facebook does not know is your feelings about it. Every company is interested in knowing how its users feel about them, in order to improve its product or services. Whatever Facebook is interested in knowing from us as its users, from our connections, that are important to control our personal information, only leads to one fallacy, i.e. Facebook really cares about us. Facebook is interested in knowing the same because its revenue model is highly dependent on the advertisement of its users' personal information, where it continues to ask users about how they feel and what they think needs to be changed. Needless to say, such questions, which may give the impression of showing concern is in fact to improve its own business model. For a customer satisfaction survey, numerous questions only upset and irritate respondents. Facebook has been known to boil privacy like the frog in a pot set to boil. Changing its policies often to give itself more and more access to user data and more leeway into how to use that data and sell it to advertisers. This is how Facebook cares about its users. Users can trust Facebook to continue doing that. Based on the statement above, answer the following questions.

(a) What are the types of internal records of users owned by Facebook and how are these records useful to Facebook ?

(9 marks)

(b) Discuss how Facebook developed its marketing intelligence system.

(8 marks)

(c) What are some influential macro-environment developments that may affect Facebook's future ?

(3 marks)

-END OF QUESTIONS-