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UNIVERSITI TUN HUSSEIN ONN MALAYSIA

**FINAL EXAMINATION
SEMESTER I
SESSION 2019/2020**

COURSE NAME : STRATEGIC MARKETING
COURSE CODE : BWB 44003
PROGRAMME CODE : BWQ
EXAMINATION DATE : DECEMBER 2019 / JANUARY 2020
DURATION : 3 HOURS
INSTRUCTION : ANSWERS ALL QUESTIONS

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THIS QUESTION PAPER CONSISTS OF **FOUR (4)** PAGES

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- Q1** (a) Given that the marketing environmental is highly competitive, discuss the marketing management orientations that suitable for today's business firm besides holistic marketing.
(9 marks)
- (b) In marketing, a market is made up of people and does not refer to physical place. Specially, it is a set of actual buyers and likely buyers of a product. A market can be built around a product, services or anything value. Based on this statement, discuss **FIVE (5)** type of customer markets.
(5 marks)
- (c) Suggest how can an organization offer to fulfils needs, want and demand.
(6 marks)
- Q2** (a) Marketing intelligence system is a set of procedures and data sources used by marketing managers to sift information from the environment that they can used in their decision making. Explain the types of market intelligence scanning that can be applied in business.
(8 marks)
- (b) Society forms belief, values and norms that are largely adopted by a population which reflect its taste and preferences. Culture outlines the ways of life of people of a society according to sociology. Describes the people worldviews that defines their relationships to themselves, others, organization, society, nature and to the universe.
(6 marks)
- (c) Discuss the meaning of "demographic force". Determine the possible demographic influences that might affect OPPO mobile phone in introducing the new invention of OPPO Reno 2?
(6 marks)
- Q3** (a) A marketing plan is done at the business unit level, a product level or a brand level. Analyze **ELEVEN (11)** stages that involve in marketing plan.
(11 marks)
- (b) You are hired as an external party to conduct marketing research for Walls Malaysia to understand consumer behavior in ice cream consumption. Explain the research criteria needed to fulfil the research activities and produce quality research findings.
(6 marks)
- (c) Discuss the function of the closeness between expectations and the products perceive performance.
(3 marks)

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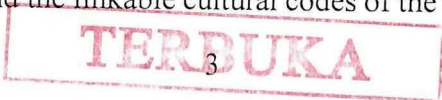
- Q4** (a) Dealing with the business market is difficult. Understanding their customer is as important as understanding the business buyers themselves'. Discuss this statement. (4 marks)
- (b) A new coco drink, Conut, will be introduced at the UTHM executive lounge next week. Suggest and explain a pricing method that can be adopted by the café in order to determine the price for a cup size of the coco drink. (4 marks)
- (c) Sensodyne is well known as a leading toothpaste producer in the premium market for sensitive teeth. Discuss **SIX (6)** strategies that Sensodyne could take to protect its market from its competitor, Colgate Pro-Relief toothpaste. (12 marks)
- Q5** The recent consumer survey in China revealed that Apple was the most preferred brand within the luxury gift segment among the wealthier Chinese consumers in **Table Q5**.

Table Q5

| Best Brand for Gifting by Men | | | Best Brand for Gifting by Women | | |
|-------------------------------|---------------|------------------|---------------------------------|---------------|------------------|
| 2015 | | | | | |
| Rank | Brand | % of Respondents | Rank | Brand | % of Respondents |
| 1 | Apple | 20.3% | 1 | Apple | 19.9% |
| 2 | Loius Vuitton | 13.4% | 2 | Chanel | 13.2% |
| 3 | Gucci | 6.8% | 3 | Loius Vuitton | 10.2% |
| 4 | Chanel | 5.5% | 4 | Dior | 5.1% |
| 5 | Montblac | 4.8% | 5 | Hermes | 4.1% |
| 2014 | | | | | |
| Rank | Brand | % of Respondents | Rank | Brand | % of Respondents |
| 1 | Hermes | 10.5% | 1 | Chanel | 9.5% |
| 2 | Apple | 9.3% | 2 | Louis Vuitton | 8.9% |
| 3 | Louis Vuitton | 9.0% | 3 | Apple | 8.3% |
| 4 | Chanel | 8.6% | 4 | Hermes | 7.9% |
| 5 | Gucci | 7.1% | 5 | Gucci | 6.7% |

The Apple case in China explains a shift in consumer perception about the traditional definition of luxury products and their usage. Apparently, technologically savvy rich people in China do not perceive a luxury product merely as a status symbol, but more as a cultural expression and entrepreneurial success story they akin themselves with. Preferring a luxury Apples iPhone to a similar product from other brands, makes them feel good about themselves while it matches their own aspirations with that of the success story of Steve Jobs. It is obvious the USD1.3 trillion company has been able to be link technology with the psychology of luxury products amongst the wealthy Chinese through its marketing strategy. The entrepreneurial saga of its founder vibrates well through the Chinese hard-working cultural that sees iPhone as a luxury item and a symbol of success.

This phenomenon also explains the strong attachment between Apple's product and its customers, even when the products come from a different country. A carefully crafted narrative of the product and the linkable cultural codes of the consumers have helped position



the iPhone as a luxury item. Furthermore, the product strategy in maintaining quality and sleek design beyond its functionality or features, has been able to accentuate the quality of life of a consumer parallel to traditional luxury products. As for its distribution strategy, Apple follows the traditional luxury item approach by controlling the quantity to maintain the exclusive image of the product. Again Apple is producing a product not only with great functionality but also with smart technology that should improve the consumer's lifestyle. The combination has been able to create the necessary level of affinity that can persuade the Chinese Upper class segment to queue up and pay a premium price for Apple's new product. It is no surprise Apple is becoming the most preferred brand in the gadget category within the wealthy segment in a country having the largest smart phone market on the globe.

- (a) Discuss the possible reasons for the shift in Chinese's consumer's perception of the traditional definition of luxury products and its usage. (6 marks)
- (b) Identify the profile of this distinct groups of Apple buyers who differ in their needs and wants (market segmentation) in China. (6 marks)
- (c) Discuss the differentiation strategy of Apple's products in China. Discuss the pros and cons of this positioning strategy to Apple. (8 marks)

-END OF QUESTIONS-

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