



**PEPERIKSAAN AKHIR / FINAL EXAMINATION
SEMESTER II – SESI 2020/2021**

KOD KURSUS	: DPP 2513
NAMA KURSUS COURSE NAME	: PRINSIP PEMASARAN : <i>PRINCIPLES OF MARKETING</i>
TAHUN/PROGRAM YEAR/PROGRAMME	: 2/DIPLOMA PENGURUSAN PERNIAGAAN : <i>2/DIPLOMA IN BUSINESS MANAGEMENT</i>
TEMPOH DURATION	: 2 JAM 30 MINIT : <i>2 HOURS 30 MINUTES</i>
TARIKH DATE	: APRIL 2021

**ARAHAN
INSTRUCTION**

1. JAWAB SEMUA SOALAN.
ANSWER ALL QUESTIONS.
2. TULIS JAWAPAN ANDA DI DALAM KERTAS JAWAPAN YANG DISEDIAKAN.
WRITE YOUR ANSWER IN THE GIVEN ANSWER SHEETS.
3. CALON DIKEHENDAKI MEMATUHI SEMUA ARAHAN DARIPADA PENGAWAS PEPERIKSAAN.
CANDIDATES ARE REQUIRED TO FOLLOW ALL INSTRUCTIONS GIVEN BY THE EXAMINATION INVIGILATORS.

NO. K/P I/C NO.	
TAHUN/PROGRAM YEAR/PROGRAMME	
NAMA PENSYARAH LECTURER'S NAME	

KERTAS PEPERIKSAAN INI MENGANDUNGI 6 MUKA SURAT BERCETAK TERMASUK MUKA HADAPAN
THIS EXAMINATION PAPER CONSISTS OF 6 PAGES INCLUDING THE FRONT PAGE

ARAHAN: JAWAB SEMUA SOALAN.
[INSTRUCTION: ANSWER ALL QUESTIONS.]

SOALAN 1

[QUESTION 1]

- a) Berikan definisi bagi konsep berikut:

[Define the following concepts:]

- | | | |
|------|--------------------|------------------------------|
| i) | Segmentasi Pasaran | <i>[Market Segmentation]</i> |
| ii) | Sasaran Pasaran | <i>[Target Market]</i> |
| iii) | Perbezaan | <i>[Differentiation]</i> |
| iv) | Perletakan | <i>[Positioning]</i> |

(4 Markah/Marks)

- b) Bezakan di antara strategi pemasaran tidak terbeza, pemasaran terbeza dan pemasaran tertumpu berserta contoh.

[Distinguish between undifferentiated marketing, differentiated marketing and concentrated marketing with example.]

(6 Markah/Marks)

- c) Terangkan **EMPAT (4)** asas kepada segmentasi pasaran pengguna berserta contoh.

*[Describes **FOUR (4)** bases for consumer market segmentation with example.]*

(10 Markah/Marks)

SOALAN 2**[QUESTION 2]**

- a) Sesebuah syarikat dapat mengembangkan barisan produknya dengan dua cara melalui '*line filling*' atau '*line stretching*'. Terangkan secara ringkas dua pendekatan ini dalam barisan produk syarikat.

[A company can expand its product line in two ways by line filling or line stretching. Briefly explain these two approaches in expanding the company's product line.]

(4 Markah/Marks)

- b) Mengapakah syarikat membuat ujian pemasaran sebelum produk dilancarkan secara besar-besaran?

[Why does the company conduct a marketing test before the product is launched on a large scale?]

(6 Markah/Marks)

- c) Dengan memberikan satu jenis produk yang anda ingin keluarkan, terangkan **LIMA (5)** keputusan yang perlu dibuat bagi produk tersebut.

*[By giving an example of the product you want to produce, explain the **FIVE (5)** decisions that need to be made for that product.]*

(10 Markah/Marks)

SOALAN 3**[QUESTION 3]**

- a) Apakah yang dimaksudkan bagi harga lantai dan harga siling.

[What is mean by price floor and price ceiling.]

(4 Markah/Marks)

- b) Apakah faktor-faktor yang mempengaruhi perletakan harga? Jelaskan.

[What are the factors that influence the pricing? Explain.]

(6 Markah/Marks)

- c) Harga segmentasi melibatkan penjualan produk atau perkhidmatan pada harga yang berbeza, di mana perbezaan harga tidak berdasarkan perbezaan kos. Terangkan **EMPAT (4)** jenis harga segmentasi berserta contoh.

*[Segmented pricing involves selling a product or service at difference prices, where the difference in prices is not based on differences in costs. Explain **FOUR (4)** types of segmented pricing with example.]*

(10 Markah/Marks)

SOALAN 4

[QUESTION 4]

- a) Berikan definisi bagi saluran langsung dan saluran tidak langsung.

[Define what is direct and indirect channels.]

(4 Markah/Marks)

- b) Bagaimanakah online platform seperti Shopee dan Lazada dapat membantu syarikat untuk memasarkan produk mereka?

[How online platforms like shoppe and Lazada help companies to market their products?]

(6 Markah/Marks)

- c) Mengapakah kebanyakan syarikat menggunakan perantara saluran pemasaran? Jelaskan.

[Why most of the companies use marketing channel intermediaries? Explain.]

(10 Markah/Marks)

SOALAN 5**[QUESTION 5]**

- a) Terdapat dua strategi campuran promosi iaitu strategi penolakan dan strategi penarikan. Jelaskan.

[There are two types promotion mix strategies which is push and pull strategy. Explain.]

(4 Markah/Marks)

- b) Pada masa kini, penggunaan platform media sosial seperti Facebook, Instagram dan Twitter banyak digunakan oleh syarikat untuk mempromosikan produk atau perkhidmatan mereka. Pada pendapat anda, bagaimanakah pemasaran media sosial dapat membantu syarikat dalam mempromosikan produk mereka kepada pengguna.

[Nowadays, the use of social media platforms such as Facebook, Instagram and Twitter are widely used by companies to promote their products or services. In your opinion, how social media marketing can help companies in promoting their product and service to consumers.]

(6 Markah/Marks)

- c) Jelaskan objektif promosi berdasarkan tahap kesediaan pembeli.

[Explain the promotional objectives based on buyer readiness stages.]

(10 Markah/Marks)

SOALAN TAMAT**[END OF QUESTIONS]**