

UNIVERSITI SAINS MALAYSIA
SEMESTER EXAMINATION
APRIL 1993
MASTER OF BUSINESS ADMINISTRATION
AGW 515 - MARKETING MANAGEMENT
TIME : [3 HOURS]

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The question in Section III is compulsory. In addition, answer any TWO questions from Section I and any TWO questions from Section II. In all FIVE questions are to be answered.

SECTION I Answer any two.

1. The Marketing process can be considered as a series of systematic steps. What are these steps? Discuss the activities to be performed in each step.
(15 marks)

2. How does demographic environment influence marketing decisions? Illustrate your answer using the changing composition of women in the workforce as a demographic variable.
(15 marks)

3. There are five major stages in a consumer behaviour model. Discuss the various influences on these stages and the variables that would affect the choice decision and purchase process of a consumer.
(15 marks)

4. Organisational buyer behaviour suggests that many decisions are to be based on rational motives. However some emotional motives become important influences. What are these rational and emotional variables and how do they affect purchase process in an organisation?
(15 marks)

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