

UNIVERSITI SAINS MALAYSIA

Final Examination  
Semester I, Academic Session 1994/95

October/November 1994

AGW515 - MARKETING MANAGEMENT

Time: [ 3 hours ]

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Instructions

Please make sure that this examination paper consists of **THREE** printed pages before you begin.

Answer any **FOUR** questions.

- Q1. (a) Discuss Kotler's concept of Megamarketing. [10 marks]
- (b) In what way can Megamarketing skills help enter inaccessible markets? [8 marks]
- (c) What are the other implications of Megamarketing? [7 marks]
- Q2. (a) List the key methods of sales forecasting. [5 marks]
- (b) Discuss the following methods of sales forecasting giving limitations advantages, and when to use the method.
- (i) Survey of Buyers' intentions [10 marks]
- (ii) Composite of Sales Force Opinion [10 marks]

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- Q3. (a) Distinguish between bottom-up and top-down marketing plans. What are the pros and cons of each? [6 marks]
- (b) What is a strategic business unit (SBU)? Why is this concept so important in strategic planning? [6 marks]
- (c) In situation analysis, what is the distinction between strengths and opportunities and between weaknesses and threats? How should a firm react to each of these factors? [6 marks]
- (d) In planning a marketing strategy, what are the four key factors a firm should consider for each of its SBU'S? [7 marks]

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What are the basic strengths and weaknesses of the portfolio approaches to strategy planning? [7 marks]

- Q4. (a) Give four reasons why new products are important to a company. [6 marks]
- (b) Explain the new-product planning process. [6 marks]
- (c) How does a company seek to acquire feedback about its new-product ideas? [6 marks]
- (d) What are the major tasks during product development? [7 marks]
- Q5. (a) List the four basic functions that are performed by retailers. [5 marks]

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(b) Why should a department store lease the cosmetics section instead of operating it itself?

[6 marks]

(c) Compare the strategies of retail catalogue showrooms and warehouse clubs.

[8 marks]

(d) Distinguish between direct marketing and direct selling. Which type generates more sales? Why?

[6 marks]

Q6. (a) Why is promotion planning important?

[5 marks]

(b) A consumer listens to a sales promotion but does not make a purchase. Has the presentation failed? Why?

[6 marks]

(c) Explain the hierarchy-of-effects model. How is it related to demand objectives?

[8 marks]

(d) When should personal selling dominate the promotional mix?

[6 marks]

Q7. Discuss the marketing strategy of Sanyo for its recently introduced cordless phones, microwave ovens and VCR's.

[25 marks]

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