
UNIVERSITI SAINS MALAYSIA

Final Examination
2015/2016 Academic Session

May/June 2016

JRP 347E – Strategic Marketing
[Pemasaran Strategik]

Duration : 3 hours
[Masa : 3 jam]

Please check that this examination paper consists **SIX (6)** pages of printed material before you begin the examination.

*[Sila pastikan bahawa kertas peperiksaan ini mengandungi **ENAM (6)** muka surat yang bercetak sebelum anda memulakan peperiksaan.]*

Answer **ALL** questions.

*[Jawab **SEMUA** soalan.]*

You can answer the question in Bahasa Malaysia or English.

[Anda boleh menjawab dalam Bahasa Malaysia atau Bahasa Inggeris]

In the event of any discrepancies, the English version shall be used.

[Sekiranya terdapat sebarang percanggahan pada soalan peperiksaan, versi Bahasa Inggeris hendaklah diguna pakai.]

The mark for each question is stated accordingly.

[Markah bagi setiap soalan adalah seperti yang tercatat.]

INSTRUCTION: ANSWER ALL QUESTIONS.

ARAHAN: JAWAB SEMUA SOALAN.

QUESTION 1 [20 marks]

Explain **FIVE (5)** processes of strategic marketing management. Provide relevant example to support your answer.

SOALAN 1 [20 markah]

Jelaskan LIMA(5) proses pengurusan pemasaran strategik. Sertakan contoh-contoh yang berkaitan untuk menyokong jawapan anda.

QUESTION 2 [20 marks]

Referring to market segmentation;

- (a) Define market segmentation and provide example based on Malaysian context.
- (b) Using the same example in your answer above, explain the bases in segmenting the market.

(20 markah)

SOALAN 2 [20 markah]

Merujuk kepada segmentasi pasaran;

- (a) *Nyatakan tafsiran segmentasi pasaran, berikan contoh berdasarkan konteks Malaysia.*
- (b) *Berdasarkan contoh yang sama seperti jawapan di atas, terangkan asas-asas segmentasi pasaran.*

(20 markah)

QUESTION 3 [10 marks]

The purchase (or adoption) process model (a) describes how buyers purchase a particular offering and (b) defines the role of information. Using example, list the purchase (or adoption) process model.

SOALAN 3 [10 markah]

Model proses belian (atau ambilan) menerangkan (a) bagaimana seseorang melakukan pembelian dan (b) fungsi maklumat dalam proses pembelian. Senaraikan model proses belian (atau ambilan) dengan menggunakan contoh bersesuaian.

QUESTION 4 [30 marks]

Refer to the report on “Malaysian regret buying stuff online” [Appendix 1 on page 5]. Answer the following question:

Based on the report, 30% of Malaysian did not complete their online purchases as they prefer to research the product further. Explain the scenario from the perspective of strategic marketing. What are the recommended online strategies for companies targeting Malaysian consumers?

SOALAN 4 [30 markah]

Rujuk kepada laporan bertajuk “Malaysian regret buying stuff online” [Apendik 1 di mukasurat 5]. Jawab soalan berikut:

Laporan menyatakan bahawa 30% pengguna di Malaysia tidak meneruskan pembelian atas talian kerana mahu mendapatkan maklumat tambahan berkaitan barangan tersebut.. Terangkan senario tersebut daripada perspektif pemasaran strategik. Apakah strategi atas talian yang sesuai untuk syarikat yang ingin menjual barangan atau perkhidmatan kepada pengguna Malaysia.

QUESTION 5 [20 marks]

Refer to the report on “Malaysians to spend more on holidays” [Appendix 2 on page 6]. Answer the following question:

How can the Internet increase the effectiveness of a marketing program or advertising for a company?

SOALAN 5 [20 markah]

Rujuk kepada laporan bertajuk “Malaysians to spend more on holidays” [Apendik 2 di mukasurat 6]. Jawab soalan berikut:

Bagaimana Internet dapat meningkatkan keberkesanan program pemasaran atau pengiklanan bagi sebuah syarikat?

Malaysians regret buying stuff online

Audrey Vijaindren
NEW STRAITS TIMES
Sunday, Nov 10, 2013

KUALA LUMPUR - A majority of Malaysian shoppers tend to regret their online purchases, according to a recent survey. Almost 50 per cent say their reason for dissatisfaction lie in products looking different when they arrived in comparison to what they had been led to believe, while 29 per cent say it was due to poor product quality.

The study, commissioned by Rakuten, Internet service company and owner of Malaysian marketplace Rakuten Online Shopping, polled more than 2,000 online consumers across Malaysia, Indonesia, Thailand and Taiwan.

Results revealed that only 29 per cent of local respondents were satisfied with goods they purchased online in the past year. The remaining claimed to have regretted their buys, often due to mismatched expectations.

Rakuten Online Shopping president and chief executive officer Masaya Ueno said shopping was not only about convenience, but also about entertainment and discovery.

The study also found that over three quarters of Malaysian respondents never or rarely interacted with merchants during the online shopping process. Comparatively, 42 per cent of Indonesian respondents frequently communicated with vendors.

"Consumers should expect the same experience they enjoy from their favourite local shops, which means talking to the experts and building a sense of trust in the merchants and their products."

Almost 30 per cent of Malaysians failed to complete their online purchases as they preferred to research the products further before making a decision. This often counters the very convenience that e-commerce offers by taking up significant amount of time.

"Extending research to engage and interact with merchants can save shoppers a lot of time and effort as it would help them validate their decisions."

He added that a secure website was the most important factor that influenced online shopping decisions, followed by price and quality products with detailed photos.

The study also showed that less than half of Malaysian respondents favoured payment via credit and debit cards. In Taiwan, 57 per cent preferred credit and debit cards over cash-on-delivery or e-wallets while Indonesian online shoppers had a clear preference and would choose PayPal, AliPay and other e-wallet services over other payment methods.

Malaysians to spend more on holidays

Saturday, 13 April 2013

PETALING JAYA: More than seven out of 10 Malaysians are planning to spend more on travel this year, according to travel website TripAdvisor. Globally, Malaysians are also ranked highest in bringing their children along for vacations and many of them use the Internet to plan their trips.

The survey, which was done on behalf of TripAdvisor by independent research firm StrategyOne, found that 73% of the Malaysian participants said that they would increase their travel budget for 2013. Four per cent wanted to spend less, while 23% said that their travel budget remained unchanged.

Among the reasons given for the increase in travel expenditure was that Malaysian travellers wanted to go on more vacations, being able to spend more time with their families as well as going overseas for leisure.

On the trend of booking accommodation, 78% of the participants agreed that the price should be the biggest deciding factor, followed by 62% of the respondents who preferred location first. The survey also showed that Malaysians frequently travel with their families, with 54% bringing their spouses along, while 34% would also bring their children for their holidays. Malaysians also use the Internet to plan their trips.

TripAdvisor's Asia Pacific display advertising sales vice-president Cindy Tan said that Malaysian travellers had become more tech-savvy and used the Internet for all their travel needs. "With over nine out of 10 Malaysians using the Web to research their trips as well as communicating with their loved ones during their travels, the Internet has proven to be a trusted and useful ally for Malaysian tourists," she said in a statement. She also said that Malaysians often utilise social media compared to other respondents worldwide.

TripAdvisor is the largest travel site in the world with operations in 30 countries. Its site receives over 200 million unique visitors monthly and offers trusted advice from real travellers and a wide variety of travel choices and planning features with links to booking tools for travellers' convenience.