



UNIVERSITI SAINS MALAYSIA

Final Examination
2016/2017 Academic Session

May/June 2017

JRP 347E – Strategic Marketing
[Pemasaran Strategik]

Duration : 3 hours
[Masa : 3 jam]

Please check that this examination paper consists **FIVE (5)** pages of printed material before you begin the examination.

*[Sila pastikan bahawa kertas peperiksaan ini mengandungi **LIMA (5)** 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 [30 marks]

There are **SIX (6)** steps in the marketing decision making process. By using one scenario as an example, explain marketing decision making process.

SOALAN 1 [30 markah]

Terdapat ENAM (6) langkah dalam proses membuat keputusan pemasaran. Dengan menggunakan satu senario, terangkan proses membuat keputusan pemasaran.

QUESTION 2 [10 marks]

What role does new technology have in building customer relationships?

SOALAN 2 [10 markah]

Apakah peranan teknologi baru dalam membina hubungan pelanggan?

QUESTION 3 [30 marks]

There are **SIX (6)** important requirements for effective market segmentation, by using examples, explains all six requirements for effective market segmentation.

SOALAN 3 [30 markah]

Terdapat ENAM (6) keperluan penting untuk segmentasi pasaran yang efektif, dengan memberikan contoh, terangkan semua enam keperluan segmentasi pasaran yang efektif.

QUESTION 4 [30 marks]

Refer to the report on “Malaysian regret buying stuff online” [Appendix 1 on page 4]. 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 4]. 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?

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.