

INDEX NO: _____

SOALAN TERTUTUP



UNIVERSITI SAINS MALAYSIA

Final Examination
2017/2018 Academic Session

May/June 2018

JRP 447E – STRATEGIC MARKETING
[PEMASARAN STRATEGIK]

Duration: 3 hours
[Masa: 3 jam]

Please check that this examination paper consists **LIMA BELAS (15)** pages of printed material before you begin the examination.

*[Sila pastikan bahawa kertas peperiksaan ini mengandungi **FIFTEEN (15)** muka surat yang bercetak sebelum anda memulakan peperiksaan].*

Answer **ALL** the questions in this question paper.

*[Jawab **SEMUA** soalan di atas kertas soalan ini].*

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].

QUESTION/SOALAN 1 (15 marks/markah)

There are **THREE (3)** ways to sell an offering. Explain and provide example for each way of selling an offering.

*Terdapat **TIGA (3)** bentuk penawaran. Terangkan dan sediakan contoh untuk setiap bentuk penawaran.*

(a) Offering/*Penawaran*: _____

Explanation/*Penerangan* _____

Example/*Contoh*: _____

(b) Offering/*Penawaran*: _____

Explanation/*Penerangan* _____

Example/*Contoh*: _____

(c) Offering/*Penawaran*: _____

Explanation/*Penerangan* _____

Example/*Contoh*: _____

QUESTIONS/SOALAN 2 (15 marks/15 markah)

There are **THREE (3)** types of full-cost price strategies. Explain and provide example for each type of full-cost price strategies.

Terdapat TIGA (3) jenis strategi harga kos-penuh. Jelaskan dan sediakan contoh untuk setiap jenis strategi harga kos-penuh.

(a) Type/*Jenis strategi*: _____

Explanation/Penerangan: _____

Example/Contoh: _____

(b) Type/*Jenis strategi*: _____

Explanation/Penerangan: _____

Example/Contoh: _____

(c) Type/*Jenis strategi*: _____

Explanation/Penerangan: _____

Example/Contoh: _____

QUESTION/SOALAN 3 (40 marks/markah)

Kinokuniya Malaysia adopts multi-channel marketing strategy. We can purchase books from Kinokuniya Malaysia store located at Suria KLCC or from Kinokuniya Malaysia Webstore at <https://malaysia.kinokuniya.com/>.

Kinokuniya Malaysia mengamalkan strategi pemasaran pelbagai saluran. Anda boleh membeli buku dari kedai Kinokuniya Malaysia yang terletak di Suria KLCC atau dari laman web perniagaan Kinokuniya Malaysia di <https://malaysia.kinokuniya.com/>.

- (a) Define Multi-channel marketing.

Berikan definisi pemasaran pelbagai saluran.

(5 marks/markah)

(b) Why Kinokuniya Malaysia uses multi-channel marketing?

Mengapakah Kinokuniya Malaysia menggunakan pemasaran pelbagai saluran?

(15 marks/markah)

(i) _____

(ii) _____

(iii) _____

(c) Multi-channel marketing is viable for Kinokuniya Malaysia if their electronic marketing channel:

Pemasaran pelbagai saluran bermanfaat untuk Kinokuniya Malaysia jika saluran pemasaran elektronik mereka:

(20 marks/markah)

...7/-

(i) _____

(ii) _____

(iii) _____

QUESTION/SOALAN 4 (30 marks/markah)

Addressing consumer needs
BUSINESS NEWS
Saturday, 7 Nov 2009
By Lee Kian Seong
<https://www.thestar.com.my/business/business-news/2009/11/07/addressing-consumer-needs/>

MARKET segmentation or segmentation marketing is important in today's business world, as it helps in addressing the needs of consumers from different segments.

However, getting the right market segmentation strategy is always challenging and involves a lot of effort, study and ideas generation in order to attract a large base of customers and improve the sales.

Bates 141 Malaysia managing director Wong Fatt Weng says in consumer marketing, segmentation means defining a winning participation strategy for the brand.

“This requires the brand to choose its “battlefield” and decide where to play or compete with the best ability to win,” he tells StarBizWeek.

“Segmentation often drives focus and, in turn, breeds differentiation, a critical factor that pulls consumers over the preference line for the brand or service,” he explains.

Different brands will have different marketing segmentation models as the types of segmentation used may vary from one brand to another.

“Some of the common types of segmentation are consumer needs, selling channel, packaging format, geographic region, gender and age,” he says.

He points out that a good example of channel segmentation is observed with a leading worldwide personal computer brand.

“They are very successful because they choose to sell customer-specified products through direct distribution channels, as opposed to selling their best products to as many customers as possible for less in mass market channels,” he says.

He says brands in the confectionery market, for example, divide the market into segments that have meaning for their consumers, i.e. “consumer needs” based on their purchase motivations, such as treats, gifting, sharing, refuel or medicated.

“It is also crucial for new brands or new products to determine the segments of market to participate in if they wish to break successfully into a new market or category in which competitors are already established,” he says.

He says that delivering a differentiated participation strategy in terms of consumer offer and trade channel often increases the chances of success against established competing brands.

“Segmentation makes advertisers’ investment choices more effective and efficient. Advertisers are able to prioritise marketing investment in the selected but relevant media channels to reach the specific target consumers, rather than ‘touching all’,” he adds.

Wong says sharper focus on a target segment, be it consumer or selling channel, will allow brands to understand more intimately the consumer needs states, attitudes, motivation, usage and buying behaviour, purchase decision criteria, media consumption behaviour, etc.

“Brands are no longer interested in being everything to everyone, everywhere. They want to choose and prioritise their core target audience, tailor-make the right messages to these target consumers and be able to interact and engage them at places where they spend most of their time,” he says.

He says successful segmentation increases the competitive advantage of a brand over its rivals.

“When consumers are faced with two or more undifferentiated competing products or services, they may choose randomly or alter their choices freely,” he says.

However, according to Wong, a product or service offering which is tailored to the needs of a target segment will give the consumers a positive reason for buying it and for remaining loyal to it.

“This element of competitive advantage increases sales, customer loyalty and eventually brand equity,” he adds.

Asked on the criteria that are essential in bringing success to this type of marketing strategy, Wong says the key is to be clear about the need for segmentation, how the company or brand wants to use it, what kind of customer information the company has and how the segmentation findings can be linked back to the existing customer information or database.

Firstly, based on your objectives, identify the kind of segmentation study you want to do and implement – demographic, attitudinal, etc.

Secondly, advertisers must be clear about prioritisation, not trying to be everyone and to do everything all at once.

The brand advertisers must be willing to make tough choices, choosing the segments that deliver best economic returns. Stay focused, consistent and faithful to the segmentation and its marketing strategy.

Third is the investment behind data and market intelligence. Brand advertisers must be willing to spend on market research to determine consumer behaviour and motivations, and also be able to validate the potential size and growth of the market segments.

Based on the newspaper article above, answer the following:

Explain how “...will allow brands to understand more intimately the consumer needs states, attitudes, motivation, usage and buying behaviour, purchase decision criteria, media consumption behavior...” relates to answering the six buyer-related questions?

