
UNIVERSITI SAINS MALAYSIA

Doctor of Business Administration

Second Semester Examination
Academic Session 2007/2008

April 2008

AGW705 - Advanced Marketing Seminar

Duration: 3 hours

Please check that this examination paper consists of **TWO** pages of printed material before you begin the examination.

Answer any **FOUR** questions.

Question 1

How can a study of consumers' profile of a product be used in Consumer Behavior (in particular by marketers or even the consumers themselves)? Is there a way of how the study can contribute to the advancement of knowledge?

[25 marks]

Question 2

“Consumers are more likely to buy from companies with good environmental reputations.” Discuss.

[25 marks]

Question 3

Marketing theories, concepts and strategies can be used to help solve many problems in the marketplace. Discuss one marketing theory that has been used in this context.

[25 marks]

Question 4

Due to in-depth nature of the studies and analysis of the data required, qualitative research usually relates to a relatively small, selective sample (Cormack 1991). Discuss the kind of studies that need qualitative research. When do we need to be quantitative?

[25 marks]

Question 5

Knowledge about marketing has now been expanded to include many sub-disciplines (e.g. consumer behavior, market orientation, services, technology, etc.). Assess whether expansion to these areas necessary.

[25 marks]