



UNIVERSITI TUN HUSSEIN ONN MALAYSIA

**FINAL EXAMINATION
SEMESTER I
SESSION 2015/2016**

COURSE NAME : STRATEGIC MARKETING
COURSE CODE : BWB 44003
PROGRAMME : 4 BWQ
EXAMINATION DATE : DECEMBER 2015 / JANUARY 2016
DURATION : 3 HOURS
INSTRUCTION : ANSWER ALL QUESTIONS

THIS EXAMINATION PAPER CONSISTS OF **THREE (3)** PAGES

- Q1** Discuss how marketing management is a combination of two disciplines which are management and marketing?
(12 Marks)
- Q2** Explain the definition and importance of Marketing Mix.
(12 Marks)
- Q3** Pricing is an important element in Marketing Mix. Describe the factors that influence the process in making price decision.
(12 Marks)
- Q4** Explain why most of the companies are shifting their focus from shareholders to stakeholders in the new economy.
(12 marks)
- Q5** There are four main sources of information provided by four components of marketing information systems, which are internal records, marketing intelligence, marketing research and marketing decision support system. Discuss on each component.
(12 Marks)
- Q6** Describe what do you understand by promotion.
(7 Marks)
- Q7** Discuss the concept of production.
(7 Marks)
- Q8** Explain the concept of sale.
(6 Marks)
- Q9** How disintermediation and reinter mediation shape determine the new economy?
(10 Marks)

Q10 Based on the **Figure Q10** below, explain all components in the marketing mix and why it is important in marketing.

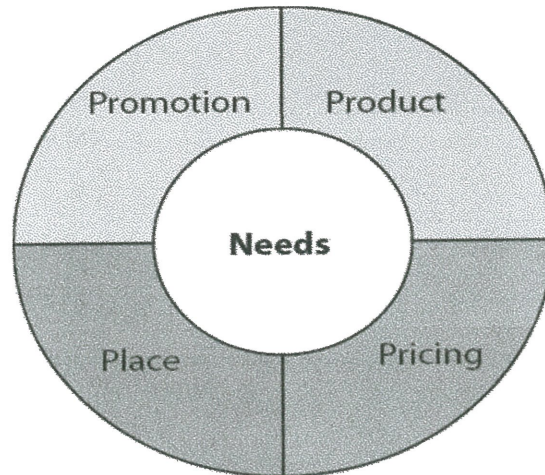


Figure Q10: Components in The Marketing Mix

(10 Marks)

- END OF QUESTION -