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**FINAL EXAMINATION / PEPERIKSAAN AKHIR
SEMESTER 1 – SESSION 2012 / 2013
PROGRAM KERJASAMA**

COURSE CODE : DDG 2193
KOD KURSUS

COURSE NAME : PRINCIPLE OF MARKETING /
NAMA KURSUS PRINSIP PEMASARAN

YEAR / PROGRAMME : 2 DDG
TAHUN / PROGRAM

DURATION : 2 HOURS 30 MINUTES / 2 JAM 30 MINIT
TEMPOH

DATE : OCTOBER / NOVEMBER 2012
TARIKH

INSTRUCTION : **Answer ALL questions in the answer booklets provided.**
ARAHAN : **Jawab SEMUA soalan di dalam buku jawapan yang disediakan.**

(You are required to write your name and your lecturer's name on your answer script)
(Pelajar dikehendaki tuliskan nama dan nama pensyarah pada skrip jawapan)

NAME / NAMA PELAJAR	:
I.C NO. / NO. K/PENGENALAN	:
YEAR / PROGRAMME TAHUN / PROGRAM	:
COLLEGE NAME NAMA KOLEJ	:
LECTURER'S NAME NAMA PENSYARAH	:

This examination paper consists of ...4... pages including the cover
Kertas soalan ini mengandungi ...4... muka surat termasuk kulit hadapan



ANSWER ALL QUESTIONS.

(60 MARKS / MARKAH)

[JAWAB SEMUA SOALAN.]

- Q1. The inverse demand curve for product X is given by: $P_x = 25 - 0.005Q + 0.15P_y$.
Where, P_x represent price in RM per unit, Q represents rate of sales in kilogram per week, and P_y represent selling price of another product Y in RM per unit. The inverse supply of product is given by: $P_x = 5 + 0.004Q$
[Keluk permintaan songsang bagi produk X diberi sebagai: $P_x = 25 - 0.005Q + 0.15P_y$. Di mana P_x mewakili harga dalam RM seunit, Q mewakili kadar jualan dalam kilogram seminggu dan P_y mewakili harga jualan bagi produk Y dalam RM seunit. Penawaran songsang produk diberi sebagai: $P_x = 5 + 0.004Q$.]

Determine: [Tentukan:]

- (a) The equilibrium price and sales of X. Let $P_y = RM10$.
[Keseimbangan harga dan jualan bagi X. Andaikan $P_y = RM10$.] (3m)
- (b) The relationship between product X and Y.
[Hubungan di antara produk X dan Y.] (2m)
- (c) At what price is the price elasticity of demand equal zero?
[Pada tingkat harga berapakah keanjalan permintaan sama dengan zero?] (2m)
- (d) Find the price elasticity of demand at the equilibrium point.
[Carikan keanjalan permintaan harga pada titik keseimbangan.] (3m)
- Q2. ABC Box Company produces cardboard boxes that are sold in bundles of 1000 boxes. The market is highly competitive, with boxes currently selling for RM100 per thousand. ABC's total and marginal cost curves are: $TC = 3,000,000 + 0.001Q^2$ and $MC = 0.002Q$, where Q is measured in thousand box bundles per year.
[Syarikat Kotak ABC mengeluarkan kadkod yang dijual dalam bungkusan 1000 kotak. Pasaran adalah persaingan sempurna, dengan kotak sekarang dijual pada harga RM100 per seribu. Keluk jumlah kos dan kos marginal ABC adalah: $TC = 3,000,000 + 0.001Q^2$ dan $MC = 0.002Q$, dimana Q diukur dalam seribu bungkusan kotak setahun.]

SECTION B: ANSWER ALL QUESTIONS
BAHAGIAN B: JAWAB SEMUA SOALAN

(40 MARKS / MARKAH)

- Q1. Discuss how the international trade system, economics, political-legal and cultural environment affect a company's international marketing decisions.
[Bincangkan bagaimana sistem perdagangan antarabangsa, ekonomi, politik undang-undang dan persekitaran budaya memberi kesan kepada keputusan pemasaran antarabangsa syarikat.] **(10m)**
- Q2. Explain how companies identify attractive market segments and choose a target marketing strategy.
[Terangkan bagaimana syarikat mengenalpasti segmen pasaran yang menarik dan memilih strategi sasaran pasaran.] **(10m)**
- Q3. Describe how marketing strategies change during the product's life cycle.
[Huraikan bagaimana strategi pemasaran bertukar semasa kitaran hayat produk.] **(10m)**
- Q12. Describe the roles of advertising, sales promotion and public relations in the promotion mix.
[Huraikan peranan pengiklanan, promosi jualan dan perhubungan awam di dalam campuran promosi.] **(10m)**

- END OF QUESTIONS / SOALAN TAMAT -