

**CERTIFIED PROFESSIONAL MARKETER (ASIA-PACIFIC)  
QUALIFYING EXAMINATIONS**

**MARCH 2002**

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SUBJECT : ASIA-PACIFIC MARKETING MANAGEMENT  
DATE : 27 MARCH 2002 (WEDNESDAY)  
TIME : 6.30 PM TO 9.30 PM

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**INSTRUCTIONS TO CANDIDATES**

1. The duration for the examination is **THREE (3)** hours.
2. This examination consists of ONE(1) case study that has been circulated to you previously without the questions.  

CASE : THE UN-FAYE-DING STAR (100 marks)
3. Candidates must answer ALL the questions.
4. **Please write your registration number on all examination materials handed in. Do not write your name.**
5. Total number of pages (including this page) : 19

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**CASE : THE UN-FAYE-DING STAR** (Answer all 3 questions)

**Question 1**

Has Faye identified the best target market? What other market segments can she consider entering?

(30 marks)

**Question 2**

What do you think are the strengths and weaknesses of Faye's marketing strategy?

(30 marks)

**Question 3**

What issues and risks does Faye face as she proceeds into the mature stage of her product life cycle as a singer? As her manager, what recommendations would you make to guide her growth?

(40 Marks)

**\*\*\*END OF PAPER\*\*\***