

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

MARCH 2002

SUBJECT	:	MARKETING STRATEGY
DATE	:	21 MARCH 2002 (Thursday)
TIME	:	6.30PM to 9.30PM

INSTRUCTIONS TO CANDIDATES

1. The duration for this examination is **THREE (3)** hours.
2. This examination paper consists of **THREE (3)** sections. An answer sheet is also attached.

SECTION A (10 Marks)

Section A has **TEN (10)** multiple choice questions worth **one mark** each. Answer **ALL** questions by circling your answers on the answer sheet provided. Remove this sheet and attached it to your Answer Book. No deductions will be made for incorrect answers or non-responses.

SECTION B (30 Marks)

Section B has **THREE (3)** questions, each worth **10 marks**. Answer **ALL** questions in the answer book provided.

SECTION C (60 Marks)

Section C has **FIVE(5)** questions. Answer any **THREE (3)** questions in this section in the answer book provided. Each question carries **20 marks** each.

3. Please write your Examination Registration Number on all examination materials handed in. Do not write your name.
4. Total number of pages (including this page): **6**

SECTION A (10 MARKS)

Answer **ALL TEN (10)** multiple-choice questions in this section. Circle your answers on the answer sheet provided. Each correct answer is worth 1 mark. No deduction will be made for incorrect answers or non-responses. Remove the answer sheet and attach it to the Answer Booklet.

1. Companies that focus on consumer needs and wants are true to the:
 - a. production concept
 - b. sales concept

- c. marketing concept
 - d. all of above
2. An organisation develops its marketing mix for a specific group of people. What is this group of people known as:
- a. macro market
 - b. micro market
 - c. target market
 - d. none of the above
3. Market-driven organisations that engage in activities that try to develop long-term ties with customers to encourage repeat business. What is this kind of activities known as:
- a. relationship marketing
 - b. commodity marketing
 - c. institutional marketing
 - d. none of the above
4. What is defined as the likes, dislikes, beliefs and prejudices that determine a person's view of the world?
- a. traits
 - b. coded
 - c. values
 - d. temperaments
5. The study of people in the aggregate is called (e.g., gender, age, education)?
- a. economics
 - b. demography
 - c. marketing
 - d. topography
6. What segmentation base is used when a marketer divides the Hong Kong market into three regions (Hong Kong Island, Kowloon and New Territories)?
- a. geographic
 - b. demographic
 - c. benefit
 - d. psychographic
7. Which of the following is NOT a demographic variable?
- a. religion
 - b. nationality
 - c. product usage rate
 - d. none of the above
8. AIO stands for:
- a. advertising, institutions and operations
 - b. attitudes, insights and observations
 - c. activities, interests and opinions
 - d. none of the above

9. Which of the following can be defined as activity directed toward a goal?
- a. perception
 - b. motivation
 - c. learning
 - d. attitudes
10. The behavioural component of an attitude includes
- a. culture
 - b. perceptions
 - c. beliefs
 - d. intentions

SECTION B (30 Marks)

There are **THREE (3)** questions, each worth **10 marks**. Answer **ALL** questions.

Question 1

How would you relate position concept with position strategy?

(10 marks)

Question 2

Discuss five kinds of information useful for a strategic evaluation in a retail business.

(10 marks)

Question 3

Assuming you are the marketing manager of Hong Kong Bank. Discuss the factors that you would consider when you are conducting an evaluation of your major competitors.

(10 marks)

SECTION C (60 MARKS)

Answer any **THREE (3)** out of **FIVE (5)** questions. Each is worth **20 marks**.

Question 1

If you were to plan for launching a successful global communication campaign in China, identify and discuss the types of constraints you would encounter.

(20 marks)

Question 2

A European food company has a plan to expand its business into Asia. As a regional marketing manager of the company, what are the decision criteria influencing the choice of entry mode for Asian markets.

(20 marks)

Question 3

One of the tools of strategic control is the marketing audit. Explain what a marketing audit is, its key components and the benefits of conducting regular marketing audits.

(20 marks)

Question 4

If you were the owner of a Hong Kong or Singaporean company, explain why you want to expand your business into the international market in terms of the following considerations: market opportunities, global customers, geographic diversification, competition and technology.

(20 marks)

Question 5

“The market target decision identifies the people or organisation in a product-market towards which an organisation directs its positioning strategy. Selecting a good market target strategy is one of the management’s most demanding challenges.” Discuss this statement in terms of targeting strategies and factors affecting targeting strategies.

(20 marks)

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

Examination Registration Number _____

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MARKETING STRATEGY

ANSWER SHEET FOR SECTION A

CIRCLE your answers below. Detach this sheet from the question paper and attach it to your Answer Book. Please write your examination registration number in the space provided on the top of this sheet. ***DO NOT WRITE YOUR NAME.***

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|-----|----|----|----|----|
| 1. | a. | b. | c. | d. |
| 2. | a. | b. | c. | d. |
| 3. | a. | b. | c. | d. |
| 4. | a. | b. | c. | d. |
| 5. | a. | b. | c. | d. |
| 6. | a. | b. | c. | d. |
| 7. | a. | b. | c. | d. |
| 8. | a. | b. | c. | d. |
| 9. | a. | b. | c. | d. |
| 10. | a. | b. | c. | d. |