

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

SEPTEMBER 2002

SUBJECT : MARKETING STRATEGY
DATE : 19 SEPTEMBER 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. The three basic ideas in the "marketing concept" are:
 - a. Customer satisfaction, resource utilisation, sales maximisation.
 - b. Customer satisfaction, total company effort, sales growth.
 - c. Customer satisfaction, marketing manager as chief executive, profit.
 - d. Customer satisfaction, total company effort, profit.

2. If a company decides to find new markets for its current products, this company would be pursuing which of the following strategies:
 - a. Market development.
 - b. Diversification.
 - c. Market penetration.
 - d. Product development.

3. A market report suggested that there have been a rising percentage of people eating chicken because it has less fat than beef. For chicken farmers, their opportunities may improve with this change in the
 - a. Cultural and social environment.
 - b. Economic environment.
 - c. Political and legal environment.
 - d. Competitive environment.

4. Under the BCG growth-share matrix, low-growth, high share businesses or products are called
 - a. Stars
 - b. Cash cows
 - c. Question marks
 - d. Dogs

5. When a brand has achieved an impressive reputation for loyalty, performance, and quality, it can be said to have:
 - a. Brand endurance
 - b. Brand equity
 - c. Brand bonding
 - d. Brand prestige

6. The stage in the product life cycle that focuses on expanding market and creating product awareness and trial is the
 - a. Decline stage
 - b. Introduction stage
 - c. Growth stage
 - d. Maturity stage

7. When the producer directs its marketing activities towards the final consumers to induce them to buy the product, it is using the _____
 - a. Push strategy
 - b. Pull strategy
 - c. Blocking strategy
 - d. Integrated strategy

8. _____ is the process of naming broad product-markets and then segmenting these broad product-markets in order to select target markets and develop suitable marketing mixes.
 - a. Market positioning
 - b. Market segmentation
 - c. Mass marketing
 - d. Diversification

9. General Electric's "strategic planning grid" is an approach for:
 - a. Selecting target markets.
 - b. Evaluating existing and possible plans.
 - c. Developing new products.
 - d. Developing marketing mixes.

10. When a firm tries to increase sales by offering new or improved products to its present markets, this is called:
 - a. Mass marketing.
 - b. Product development.
 - c. Market penetration.
 - d. Diversification.

SECTION B (30 Marks)

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

Question 1

Discuss the usefulness of the General Electric strategic business-planning grid in helping marketers making strategic decisions?

(10 marks)

Question 2

When new products enter the market, companies have to set introductory prices that may have long-run effects. Discuss the two introductory pricing policies that the company can choose from.

(10 marks)

Question 3

Discuss the three major steps in target marketing.

(10 marks)

SECTION C (60 MARKS)

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

Question 1

“The determination of international advertising strategy is not a simple matter of choosing between standardisation and localisation. Conditions differ from country to country.” If you were the marketing manager of Philips (the global electronic appliance manufacturers) wishing to develop an international advertising strategy for the ASEAN market, discuss the procedure you can adopt in the selection of an such strategy in light of the above statement.

(20 marks)

Question 2

Discuss why Singapore Airlines may (i) initiating a price cut or (ii) initiating a price increase, and how Singapore Airlines may behave in the following scenarios: (iii) Cathay Pacific’s response to Singapore Airlines’ price change, and (iv) Singapore Airlines’ response to Cathay Pacific’s price change. You may make assumptions but please state them along with your answer.

(20 marks)

Question 3

Assuming Hongkong Bank, the recognised industry leader, is going to launch a new financial product which will be expected to dominate the market. What would Hongkong Bank’s strategy be for growing its business?

(20 marks)

Question 4

Lexus had made Mercedes to reconsider its whole value-positioning strategy worldwide. If you were the marketing director of Mercedes and planning to launch an aggressive marketing campaign in Asia for its new E-Class vehicle, what are the four types of international positioning strategies you can consider to adopt?

(20 marks)

Question 5

Discuss the three most important ethical and social responsibility issues that you think a market-oriented firm could face in today’s business environment.

(20 marks)

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

Examination Registration Number: _____

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

SEPTEMBER 2002

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.*

- | | | | | |
|-----|---|---|---|---|
| 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 |