

PRACTICE EXAM – Semester 2 2024

PART A – Multiple choice questions (10marks)

There are 20 questions in total. Each question is worth 0.5 marks each, for a total of 10 marks

1). Giovanni Watches sells high-quality quartz watches made from the finest metals—platinum, tungsten and so on. Because of superior quality and luxury, the patrons of Giovanni Watches are willing to travel great distances and pay large sums of money to acquire one. One of its most famous products, the Giovanni Genie watch, is made from diamond-encrusted platinum and sells for more than \$10,000—partially because only 200 of these watches were made. Which of the following BEST describes a Giovanni watch?

- A). Convenience product
- B). Industrial product
- C). Shopping product
- D). Specialty product**
- E). None of the above

2). When Apple provide a 12-month **warranty** on their new iWatch this can best be described as what part of the total product concept?

- A). Intangible
- B). Tangible
- C). Actual
- D). Augmented**
- E). Core

著名案例：二战期间的
人造黄油。

3). A magazine published by a popular grocery chain features recipes that use the ingredients that are currently on sale in the grocery store. This approach reflects which of the following?

- A). Integrated marketing communications
- B). Content marketing**
- C). Earned media
- D). Paid media
- E). None of the above

4). Sam Edgewise is working with a new company developing toys for children. He is being tasked with designing the best new toy on the market, a toy to capture the imagination of children for years to come. Sam has identified the core value that the children are seeking, and he has designed an actual toy, but he is unsure if it is going to be the ultimate toy. What should be Sam's NEXT step to ensure he succeeds?

- A). He needs to conduct a market analysis to ensure he has targeted the correct segment.
- B). He needs to focus on the packaging to make sure it is enticing and showcases the product quality
- C). He needs to start from scratch and redesign the toy.
- D). He needs to find ways to augment the toy to create a satisfying brand experience.
- E). None of the above.

5). Pipeline Pty Ltd, a manufacturer of plumbing supplies, employs regional salespeople to sell its products to wholesalers. This is an example of _____.

- A). Sales promotion
- B). Personal selling
- C). Public relations
- D). Direct marketing
- E). Advertising

6). When McDonalds uses Ronald to represent its products, which type of execution style is being used?

- A). mood or image
- B). fantasy
- C). technical expertise
- D) personality symbol
- E). None of the above

7). Sydney's Salad Bar sells gourmet salads and decorative vegetable platters. The company goes through a lot of vegetables and creates a lot of waste: peelings, cores and so on. In order to keep prices low for customers, the company sells its vegetable waste to a local farming company for use as compost or animal feed. Which of the following pricing strategies is Sydney's Salad Bar using?

A). Product-line pricing

B). Optional-product pricing

C). By-product pricing

D). Captive-product pricing

E). None of the above

By-product: 多类似于使用在recycling这种类型上 (比如卖饭卖不完拿去喂猪)

8). Prada is a high value brand with an exclusive brand image. You would expect Prada to have a(n) _____ demand curve.

A). inelastic

B). elastic

C). flat

D). narrow

E). None of the above

9). In which of the following ways do product-mix pricing strategies differ from other pricing strategies?

A). Prices in a product mix are set to maximise profit on several products, not one.

B). Prices in a product mix are not based upon costs of production

C). Prices in a product mix are based on competitors' prices

D). Prices in a product mix are not subject to the normal demand curve

E). None of the above

10). A digital streaming service offers multiple subscriptions aimed at different viewing preferences, including arts, sports, history and children's programming. Customers can choose one subscription or bundle multiple subscriptions at a discount. This strategy is an example of which of the following?

- A). optional-product pricing
- B). Product-line pricing
- C). Product-bundle pricing
- D). Captive-product pricing
- E). None of the above

11). A large company runs several chains of discount stores. It has a large group of suppliers that provides the raw materials for products, a group of product producers, several distributors and thousands of retail stores that sell the products to millions of consumers. Which of the following BEST describes this example?

- A). A value delivery network
- B). A marketing channel
- C). A channel level
- D). A supply chain
- E). None of the above

12). Which of the following involves getting the right product to the right customer in the right place at the right time?

- A). Warehousing
- B). Marketing logistics
- C). supply chain management
- D). Inventory management
- E). None of the above

13). A hairdresser that cuts and blow dries hair is delivering what?

- A). A product
- B). A good
- C). A service
- D). All the above
- E). None of the above

14). Giant Department Stores has streamlined its business processes by establishing ownership in every step of the distribution process. The company owns 34 manufacturing plants that make everything from clothes to appliances and 23 distribution centres that deliver products to their thousands of retail outlet stores. Which of the following BEST describes Giant Department Stores?

- A). Administered VMS
- B). Multichannel distribution network
- C). Contractual VMS
- D). Corporate VMS
- E). None of the above

15). When The Cheddar Cheese company exports its cheese to New Zealand from Australia, adjusting the price for local demand, this can best be described as _____ pricing.

- A). International
- B). Segmented
- C). Personalised
- D). Offshore
- E). None of the above

16). When Rexona launches a new deodorant called “Rexona Elite” featuring advanced skincare ingredients, targeting those interested in high end personal care, this can best be described as what?

- A). Upward product stretching
- B). Downward product stretching
- C). Product line filling
- D). Product line expansion
- E) None of the above

17). When nestle Kit Kat expands from the chocolate category into the ice-cream category this is best known as what category of new product development?

- A). New to the world
- B). Product improvement 从老的转新的
- C). Repositioning
- D). New to the firm product
- E). Product line extension

18). The second stage in the new product development process is referred to as what?

- A). Test marketing
- B). Business analysis
- C). Idea screening
- D). Product development
- E). Idea generation

19). When Magnum launches a new Spearmint and nut flavoured ice-cream to it's existing product range this can best be described as

- A). New to the world
- B). Product improvement
- C). Repositioning
- D). New to the firm product
- E). Product line extension

20). Rent is an example of what type of cost?

A). Fixed

B). Variable

C). Total

D). All the above

E). None of the above

PART B – Extended written response questions (20 marks)

From the following four (4) questions students must chose to answer only two (2).

As a guide, approximately 300 words per question. Each question is worth 10 marks.

Answer each question in a separate answer booklet. Please make sure you label the question number you are attempting clearly, for each of the two questions attempted.

Question 1:

Consider a company like Apple Inc. that sells smartphones and accessories. Discuss how Apple could implement *optional-product pricing* and *product-bundle pricing* strategies for its iPhone lineup. Provide specific examples for each pricing strategy and analyse the potential benefits of using these strategies in their marketing approach.

Question 2:

Discuss the differences between owned, paid, and shared media. Provide an example of each type and explain how they can be strategically integrated in a promotional campaign to launch a new range of men's cosmetics.

Question 3:

Explain the difference between product line filling and product line stretching. Provide three (3) examples of product line filling and (3) examples of product line stretching that Rexona could deploy to expand its existing product range.

Question 4:

Dettol is launching a new hand sanitizer, targeting mothers with children that comes in three new scents (pine, orange & lemon) planned for distribution through pharmacies and grocery stores for a price of \$3.95 in a 30ml bottle. Write a concept board for concept testing amongst the target, explaining the role of concept testing research.