

## **Joint Honours, Modular and Intercalated BSc Examinations 2004**

### **B.Sc., B.Eng. and M.Eng. Examinations 2004**

**For internal Students of Imperial College of Science Technology and Medicine.**

This paper also forms part of the examination for the Associateship.

## **MARKETING (BS0611)**

**Wednesday 14 January 2004; 10:00-12:00**

### **CLOSED BOOK**

#### **Instructions**

There is a Multiple Choice Question section which is **compulsory** and carries 40% of the overall mark.

Then answer **TWO** questions from a choice of five. Each question carries 30% of the overall mark.

You are advised to spend no more than 50 minutes on the compulsory multiple choice questions

**PLEASE ANSWER ALL QUESTIONS IN THE ANSWER BOOKLET PROVIDED.**

## Multiple Choice – Compulsory Section

This comprises of 25 questions.

**PLEASE ANSWER ALL QUESTIONS IN THE ANSWER BOOKLET PROVIDED.**

**With which statements do you agree? Select only one statement for each question.**

1.
  - a) Marketing is about selling as much as you can
  - b) is about serving customers perfectly
  - c) is about satisfying customer needs profitably
  - d) is about striving to be the cheapest
  - e) is about advertising
  - f) is about persuading customers to buy your products
  
2.
  - a) Consumers want what everyone else has
  - b) want their individuality to be recognised
  - c) would rather belong to a recognisable group
  
3.
  - a) Segmentation is about grouping people that are identical
  - b) is about grouping people who have identical needs
  - c) is about grouping people who have approximately the same needs
  - d) is about distinguishing between men and women
  
4.
  - a) Mass marketing is about meeting the needs of each customer
  - b) is about selling products during church services
  - c) ignores differences between individual customers
  - d) is about selling to an entire group at a time
  
5.
  - a) Tailoring attracts the highest prices but also incurs the highest costs
  - b) Mass marketing incurs the lowest costs and attracts the highest prices
  - c) Segmentation incurs the highest costs
  - d) Tailoring ensures that costs and prices meet expectations

6.
  - a) Psycho-graphic segmentation groups people according to their degree of sanity at the time of purchase
  - b) Psycho-graphic segmentation groups people according to their mathematical ability
  - c) Psycho-graphic segmentation groups people according to their attitude at the time of purchase
  - d) Psycho-graphic segmentation groups people according to their state of mind at the time of purchase
7.
  - a) KCVs are the customer's virtues with respect to knowledge and correctness
  - b) stands for the key customer values
  - c) stands for the key concerns and values
8.
  - a) Marketers decide on a marketing mix that suits their corporations
  - b) Marketers respond to customers needs through the marketing mix
  - c) The marketing mix is the ideal strategy
9.
  - a) The marketing mix for goods consists of four Ps
  - b) for goods consists of five Ps
  - c) for goods consists of seven Ps
10.
  - a) There is no difference between the marketing of goods and the marketing of services
  - b) The marketing of services is easier than the marketing of goods
  - c) The marketing of services must take into account special considerations
11.
  - a) An example of the perishability of services is tomatoes that have not been sold by the end of a trading day
  - b) An example of the perishability of services is the disappearance of stains on clothes that have been laundered
  - c) An example of the perishability of services is a hotel room that has not been sold by the end of a trading day
12.
  - a) The inseparability of services refers to production and consumption
  - b) refers to action and reaction
  - c) refers to promotion and dilution

- 13.
- a) Good service is a matter of the server having the right attitude towards customers
  - b) is a matter of calling customers by their name
  - c) is a matter of smiling and saying "have a nice day"
  - d) is a matter of going through a set performance
- 14.
- a) The best strategy is to be the cheapest
  - b) to have a sustainable competitive advantage
  - c) to have the best quality product
  - d) to be the best known company
- 15.
- a) Product differentiation is about being different
  - b) is about satisfying customers
  - c) is about beating competitors
  - d) is about keeping costs low
- 16.
- a) Prices should be set by considering the volume–margin trade-off
  - b) by applying a mark-up on costs
  - c) at the same level as competitors
- 17.
- a) Prices depend only on what customers can afford
  - b) what competitor prices are
  - c) product costs
  - d) market forces
- 18.
- a) A brand is the identity of the company
  - b) is a promise
  - c) is a memorable company name
  - d) is a distinctive logo
- 19.
- a) You can copy a product but you cannot copy a brand
  - b) You can copy a brand but you cannot copy a product
  - c) You can copy a product and a brand
  - d) You can copy neither the product nor the brand



20.

- a) Brand extension is when you introduce new varieties in the existing product category and use the existing brand name
- b) Brand extension is when you introduce a new product in a new product category and use the existing brand name
- c) Brand extension is when you introduce a new product in the existing product category and use a new brand name

21.

- a) Ideally consumers have a relationship with the brand
- b) Ideally consumers have relationships with each other
- c) Ideally your brand should have a relationship with other brands
- d) Ideally everyone should have a relationship with a brand

22.

- a) A channel of trade is the bridge for access between customers and the corporation
- b) is the waterway linking the UK to the rest of Europe and used primarily for trade
- c) describes the trading links between competitors
- d) refers to retail stores and production facilities that a company might own

23.

- a) Differences in B2B marketing arise because the nature of the customer is different
- b) Differences in B2B marketing arise because the nature of the product is different
- c) Difference in B2B marketing arise because the nature of scale of transactions is different

24.

- a) Multi-national marketers are global marketers
- b) Multi-national marketers strive to become global marketers
- c) Global marketers strive to become multi-national marketers

25.

- a) An international organisation that is centralised benefits from motivation of its managers
- b) An international organisation that is de-centralised benefits from its speed of response and motivation of its managers
- c) An international organisation that is de-centralised benefits from economies of scale and the motivation of its managers
- d) An international organisation that is centralised has better control of standards and is quick to respond

Answer **TWO** questions from the following.  
Each question carries 30% of the overall mark

1. What is the purpose of segmentation? How would you segment potential students of a management programme and how would this affect the way you market it?
2. Discuss the following statement - "When pricing products, it is better to be imprecisely right than precisely wrong".
3. What is meant by 'product positioning'? Discuss how alternative positionings of a wristwatch affect the way you could market it? Give a real-world example of this.
4. To what extent can the Imperial College brand be 'extended'? Explain when and why the brand extension would work and when it would fail?
5. In what way does the internet change the way products can be marketed?