



STAMFORD COLLEGE
SCHOOL OF BUSINESS

DIPLOMA IN CORPORATE ADMINISTRATION
(SEMESTER 6)

DCA 213: MARKETING

Date : 20 May 2008 (Tuesday)
Time : 11.15 AM – 1.15 PM

Duration: 2 hours

Instructions to Candidates



Question 1 from Section A is compulsory. Answer TWO out of FOUR questions from Section B.

Please ensure that this examination paper contains FIVE questions on ONE printed page before you start the examination.

Books, papers and other written materials are not allowed to be brought into the examination hall. A candidate who violates the examination rules of Stamford College or commits a malpractice will be disqualified from the examination.

Write your Examination Index Number on each page of your answer booklet.

SECTION A

Question 1 (Compulsory)

Briefly discuss FIVE marketing management philosophies.

(Total =10 marks)

SECTION B

Answer TWO out of FOUR questions.

Question 2

Discuss FOUR ways in which a company can differentiate its marketing offer from that of its competitors. Use suitable examples to support your answer.

(Total = 20 marks)

Question 3

According to Professor Kotler, there are FOUR branding strategies that a company can use to brand its products. Describe these FOUR branding strategies. Illustrate your answer with relevant examples.

(Total = 20 marks)

Question 4

KFC, 7-ELEVEN, Starbucks and McDonald's are examples of franchising in Malaysia. Describe THREE advantages and THREE disadvantages of franchising.

(Total = 20 marks)

Question 5

Trade sales promotion methods are ways of persuading wholesalers and retailers to carry a producer's products and market them aggressively. Describe FIVE trade sales promotion methods that Nestle' (Malaysia) may use to persuade supermarket chains such as Tesco and Giant to buy more of its products.

(Total = 20 marks)

– **END OF PAPER** –