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Family Name					
Given Name/s					
Student Number					
Teaching Period	Semester 1, 2019				

BCO101 – Fundamentals of Marketing	DURATION	
	Reading Time:	10 minutes
	Writing Time:	120 minutes
INSTRUCTIONS TO CANDIDATES		
Section A: Suggested Time: 30 mins	Multiple Choice Questions: Answer ALL 15 questions. Marks as indicated on paper (Total marks = 15)	
Section B: Suggested Time: 45 mins	Short Answer Questions: Answer ALL 5 questions. Marks as indicated on paper. (Total marks = 20)	
Section C: Suggested Time: 45 mins	Short Essay Questions: Answer any 1 question out of 2 questions. Marks as indicated on paper. (Total marks = 15)	
EXAM CONDITIONS		
<u>You may begin writing from the commencement of the examination session.</u> The reading time indicated above is provided as a guide only.		
This is a CLOSED BOOK examination		
No calculators are permitted		
No handwritten notes are permitted		
Any hard copy, unannotated English dictionary is permitted		
ADDITIONAL AUTHORISED MATERIALS	EXAMINATION MATERIALS TO BE SUPPLIED	
No additional printed material is permitted	1 x 16 Page Book 1 x 4-Multiple Choice Answer Sheet	

**THIS EXAMINATION IS PRINTED
DOUBLE-SIDED.**

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LEFT BLANK.**

Section A

Multiple choice Questions Total Number of Marks for This Section: 15

This section should be answered in the Answer Booklet provided.

Please answer ALL Multiple-Choice Questions

Marks for each question are indicated.
Suggested Time allocation for Section A: 30 mins

Section B

Short Answer Questions Total Number of Marks for This Section: 20

This section should be answered in the Answer Booklet provided.

Please answer ALL FIVE short answer questions

Marks for each question are indicated.
Suggested Time allocation for Section B: 45 mins

Question 1

Briefly describe the steps in the new-product development process.

(Marks: 4)

Question 2

Briefly compare the three different types of research approaches for gathering primary data.

(Marks: 4)

Question 3

Briefly outline some of the changes in marketing and media that impact on promotions. Explain why these changes create both opportunities and anxiety for marketing communicators?

(Marks: 4)

Question 4

Explain why, according to the authors of your text, the marketing mix (product, price, place, promotion, process, physical evidence and people) takes a seller's view of the market, not the buyer's view. How should marketers consider the buyer's view?

(Marks: 4)

Question 5

Explain why many companies are shifting more of their marketing dollars to online advertising.

(Marks: 4)

Section C

Short Essay Questions

Total Number of Marks for This Section: 15

This section should be answered in the Answer Booklet provided.

Please answer ANY ONE question

Marks for each question are indicated.

Suggested Time allocation for Section B: 45 mins

Question 1

- (a) Identify the seven steps in the selling process.
- (b) What is often the most difficult step for most salespeople? Why?

(Marks: 15)

Question 2

Explain, in detail, how you would segment the market for a university centre offering support services in terms of learning assistance and study skills centre.

(Marks: 15)