

Final Examination

Name:

Date November 30 – December 11, 2015
Lecturer Dr. Samuel Prasetya
Fac./Study Prg. Business & Social Science/MGT-IBA-INR-HTM
Semester/Year 1/ 2015
Time 100 minutes

Score :

PRINCIPLES OF MARKETING MANAGEMENT 1

I. Examination Conditions (completed by the lecturer with check “v”)

No.	Condition	Completed by the lecturer with “v”		Remark (Completed by the lecturer)
		Allowed	Not Allowed	
1.	Using Open Book		X	
2	Using Laptop		X	
3	Using Cheat Sheet		X	
4	Using Calculator	X		
5	Using Pencil		X	
6	Using Pen	X		
7	Students may not remove the staples from the exam materials.			

II. Examination Regulation

Cheating or dishonest conduct

- a. Cheating or dishonest conduct are strictly prohibited.
- b. Students found cheating or showing dishonest conduct will be failed in the respective subject.
- c. Students have to retake the course for the respective subject completely.
- d. The invigilator has the right to judge cheating or dishonest conduct based upon objective evidence.

Leaving the room during the exam

- a. Leaving the exam to go to the toilet must be avoided as much as possible.
- b. In case it happens, the invigilator must escort the student to the toilet.
- c. Students may leave the room if they have finished the exam without disturbing others.

Dress code

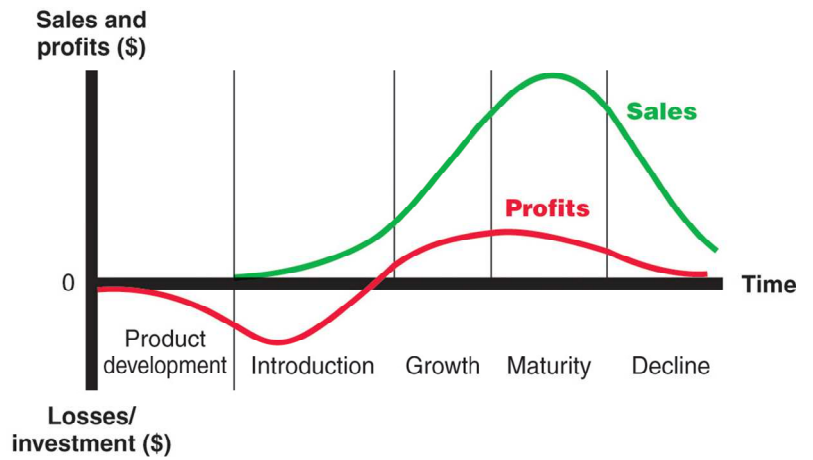
- a. Students have to dress appropriately.
- b. Sandals, shortpants or inappropriate dress are not allowed in the examination room.

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Concerning to the diagram on **product life-cycle**, please address the following questions;

1. **(20 points)** IULI is a newly-operated campus. In your opinion, at which **stage** IULI is now on? Please be sure to provide reasons.



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2. **(40 points @20 points for strategies and 20 points for examples)** In your opinion, what are the **strategies** and **examples** that IULI needs to do to successfully manage the **Introduction stage** and **growth stage**?

Strategies & Examples on	
Introduction Stage	Growth Stage

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3. **(40 points)** Please provide the details on **segmentation, targeting, positioning** and **differentiating** factors for IULI

Segmentation	Targeting	Positioning	Differentiating Factor