

## LATIHAN SOAL – PERSIAPAN UAS

### PEMASARAN

Teknik Industri – Universitas Brawijaya

(Semester Genap – 2011/2012)

1. Sebutkan dan jelaskan lima level produk berdasarkan hirarki kebutuhan konsumen!
2. Produk dapat diklasifikasikan berdasarkan nilai ketahanan dan tangibility serta berdasarkan klasifikasi sifat konsumsinya. Sebutkan dan jelaskan klasifikasi produk berdasarkan sifat konsumsinya!
3. Sebutkan dan jelaskan dua kelompok produk industri!
4. *A firm has to consider many factors in setting its pricing policy. We list those as a six-step process. What are those steps?*
5. *The quantity demanded of your firm's product increased only 5 percent when the price of each unit was reduced by 33 percent. This is an example of what type of demand?*
6. *In exchange for the distribution of your products overseas, your firm has accepted to receive a shipment of imported products in trade. This is an example of what type of countertrade?*
7. Sebutkan dan jelaskan jenis-jenis diskriminasi harga!
8. *Movie matinees are priced lower than the evening shows; afternoon ball games are sometimes priced cheaper than the evening games, television advertising costs less when run after midnight. These are examples of what type of price discrimination?*
9. Sebutkan dan berikan contoh dari jenis sasaran / tujuan dari iklan!
10. *When setting the advertising budget, marketers must consider five specific factors. What are those factors?*
11. Sebutkan kelebihan media cetak sebagai media iklan!
12. The formula for the total number exposures E is expressed as ?
13. *In choosing the proper media to carry the message, advertisers must decide on: \_?\_.*
14. *When consumers respond to such questions as "What is the main message you get from this ad?" or "How does this ad make you feel?" you are using what communication-effect research method?*
15. *In developing an advertising campaign of your new product, you have decided on creating a mobile "workshop" that would travel around the country showing consumers how to "use" the product. This mobile "workshop" is an example of .....?..... advertising.*
16. *Marketing Public Relations (MPR) supports corporate or product promotion and image making and other crucial roles. Mention the roles of MPR!*
17. *Three intermediaries used in marketing are: .....*
18. *Retailing involves getting the goods or services to the ultimate consumer. Mention some forms of retailing!*
19. *Mention some location where retailers can locate their stores!*
20. *What are the trends in retailing?*
21. *Give two examples of major wholesaler types!*
22. *Four major decisions must be made with regard to market logistics. What are they?*
23. *At some stock level point, management must reorder product to refill the inventory to an acceptable level. This "point" is called the \_\_\_\_\_.*
24. Apa yang dimaksud dengan New-to-the- world products?
25. Sebutkan alasan kegagalan product baru!

26. Sebutkan dan jelaskan faktor-faktor yang menghalangi pengembangan produk baru!
27. Sebutkan dan jelaskan faktor-faktor yang mempengaruhi keberhasilan pengembangan produk baru!
28. *A cross-functional group charged with developing a specific product or business* disebut sebagai?
29. Sebutkan dan jelaskan cara mendapatkan ide untuk pengembangann produk baru!
30. Jelaskan dengan singkat beberapa teknik menstimulasi ide pengembangan produk baru berikut:
  - a. Reverse assumption analysis
  - b. Attribute listing
  - c. Forced relationship
  - d. Morphological analysis
31. Apa yang dimaksud dengan Drop-error dan Go-error?
32. Apakah yang dimaksud dengan:
  - a. Absolute product failure
  - b. Partial product failure
  - c. Relative product failure
33. *To estimate replacement sales, management must research the product's \_\_\_\_?\_\_\_\_\_—that is, the number of units that fail in year one, two, three, and so on.*
34. Apakah definisi dari
  - a. *global industry*
  - b. *global firm*
35. Sebutkan lima langkah dalam keputusan utama melakukan internasionalisasi pemasaran!
36. Jelaskan apa yang dimaksud dengan *waterfall approach* dan *sprinkler approach* dalam pemasaran global!
37. *What are actors that influence the “attractiveness” of a country to enter?*
38. *The five modes of entry into foreign markets generally flow by increasing commitment, risk, control, and profit potential. Those five modes are \_\_\_\_\_.*
39. *Companies such as Marriott and Hyatt sell a variation of the licensing agreement called \_\_\_\_\_ to the owners of foreign hotels to manage these businesses for them in foreign countries.*
40. *What is the meaning of*
  - a. *Straight extension*
  - b. *Product adaptation*
  - c. *Product invention*
  - d. *Backward invention*
  - e. *Forward invention*