



FINAL EXAMINATION, EVEN SEMESTER 2015/2016
Islamic Business Undergraduate Program

Subject : Islamic Marketing
Lecturer : Dr. Nurdin Sobari
Day/date : Friday, 3rd June 2016
Time : 2 Hours – CLOSED BOOKS

Instructions:

1. Please answer all the questions below based on strong arguments and literatures
2. Please do your best to elaborate your answer in term of Islamic values and principles
3. Give example that relevant with your arguments
4. Every question has an equal points

Questions:

1. Services marketing

Services have different characteristics compare to goods. Choose one of an emerging service industry in Indonesia, then explain how can Islamic principles and values could be implemented on that industry relate to service characteristics.

2. Promotion and Communication

Promotion and marketing communication play an important role to make a trial purchase and endorse consumer loyalty to the certain brand, but there are some brands which apply false or mislead communication.

- a. Give 3 (three) examples of promotion and marketing communication practices of the brand those break Islamic values and principles---give the real examples and arguments why do you think so.
- b. If you were an entrepreneur who wants to start a business and target the young educated moslems with middle-up income in Jakarta and they have a strong beliefs in Islamic way of life, how will you attract them to consume your product?---you can add some necessary assumptions to support your answer.

3. Creating Competitive Advantages

We believe that Islam is rahmatan lil'alamin. Consumers will love the company that implement Islamic values and principles. How can company create a competitive advantage based on Islamic principles and values among a hedonic and consumerism trend?