



MID-TERM EXAMINATION, EVEN SEMESTER 2015/2016
Islamic Business Undergraduate Program

Subject : Islamic Marketing
Lecturer : Sri Rahayu Hijrah Hati, Ph.D
Day/date : Thursday, 31th March 2016
Time : 2.5 Hours

Instruction: Please answer all the questions below!

Islamic Marketing Concept

1. Explain the definition of Islamic Marketing as defined by **Alom and Haque, 2011!**
2. Explain the **phase** of Islamic Marketing development!
3. Explain the differences of perspective between conventional and Islamic marketing based on **needs, wants** and **profit maximization!**

Analyzing the Marketing Environment

4. Compare the differences between **micromarketing, macromarketing** and **Islamic macromarketing** based on 9 basic criteria (e.g unit of analysis, domain, etc)!

Consumer Behavior

5. Elaborate the 3 stages of buying behavior explained in the **buying behavior model!**
6. Explain 9 differences between Islamic buying behavior and modern buying behavior!

Segmentation, Targeting and Positioning

7. Explain the **positioning** of the Islamic Financial Services and its possible **target market!**
8. Please give your **opinion** on the **segmentation, targeting and positioning** that has been developed by Indonesian government to support Islamic banking!

Product

9. Explain the **definition** and the **3 levels** of product!
10. Explain the **classification of product** based on Islamic perspective and its related Islamic consumption guidance!

GOOD LUCK