

**BERJAYA BUSINESS SCHOOL****FINAL EXAMINATION**

Student ID (in Figures) :

--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--

Student ID (in Words) :

Subject Code & Name : **DGN2302 Principles of Marketing**
Semester & Year : January-April 2016
Lecturer/Examiner : Assoc. Professor Dr. Mazirah Yusoff
Duration : 2 Hours

INSTRUCTIONS TO CANDIDATES

1. This question paper consists of 2 parts:

- PART A (50 marks) : FIVE (5) short-answer questions. Answer ALL Questions. Answers are to be written in the Answer Booklet provided.**
- PART B (50 marks) : TWO (2) essay questions. Answer ALL questions. Answers are to be written in the Answer Booklet provided.**

2. Candidates are not allowed to bring any unauthorized materials except writing equipment into the Examination Hall. Electronic dictionaries are strictly prohibited.
3. This question paper must be submitted along with all used and/or unused rough papers and/or graph paper (if any). Candidates are NOT allowed to take any examination materials out of the examination hall.
4. Only ballpoint pens are allowed to be used in answering the questions, with the exception of multiple choice questions, where 2B pencils are to be used.

WARNING: The University Examination Board (UEB) of BERJAYA University College of Hospitality regards cheating as a most serious offence and will not hesitate to mete out the appropriate punitive actions according to the severity of the offence committed, and in accordance with the clauses stipulated in the Students' Handbook, up to and including expulsion from BERJAYA University College of Hospitality.

Total number of pages = 3 (Including the cover page)

PART A : SHORT-ANSWER QUESTIONS (50 MARKS)

INSTRUCTION : **FIVE (5)** short-answer questions. Answer **ALL** questions. Answers are to be written in the Answer Booklet provided.

Question 1

Explain the evolution of marketing, with relevant examples.

(10 marks)

Question 2

Discuss **THREE (3)** macro environmental forces that could influence a sports shoe manufacturer.

(10 Marks)

Question 3

Analyse **FOUR (4)** benefits that marketers would derive by conducting marketing research.

(10 marks)

Question 4

Differentiate the categories of consumer problem solving.

(10 marks)

Question 5

Compare **TWO (2)** segmentation bases highlighting how marketers reach their target audience successfully.

(10 marks)

END OF PART A

PART B : ESSAY QUESTIONS (50 MARKS)

INSTRUCTION : **TWO (2)** essay questions. Answer **ALL** questions, Answers are to be written in the Answer Booklet provided.

Question 1

“The process of selling is fast-paced, and demanding. However, it is extremely rewarding financially, personally, and professionally. The process is creative because every prospect is unique”. Analyse the statement.

(25 marks)

Question 2

Assume you are the Marketing Director of a private educational institution. As part of your positioning, propose how you would create value propositions to meet the requirements of your target customers, thus making your institution more competitive in the current dynamic environment.

(25 marks)

END OF EXAM PAPER