



BERJAYA BUSINESS SCHOOL

FINAL EXAMINATION

Student ID (in Figures) :

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Student ID (in Words) : _____

Subject Code & Name : **DGN2302 Principles of Marketing**
Semester & Year : January – April 2017
Lecturer/Examiner : Joseph Choe Kin Hwa
Duration : 2 Hours

INSTRUCTIONS TO CANDIDATES

1. This question paper consists of 2 parts:
PART A (30 marks) : THIRTY (30) multiple choice questions. Shade your answers in the Multiple Choice Answer sheet in the Answer Booklet provided. You are advised to use a 2B pencil.
PART B (70 marks) : FIVE (5) essay questions. Answer ALL of the 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 = 8 (Including the cover page)

PART B : ESSAY QUESTIONS (70 MARKS)

INSTRUCTION(S) : Answer all **FIVE (5)** questions. Write your answers in the Answer Booklet(s) provided.

Question 1

Briefly explain **FIVE (5)** major marketing orientations in the development of the business world philosophy.

(10 marks)

Question 2

List and discuss the **FIVE (5)** steps in the marketing research process.

(15 marks)

Question 3

Listing them in the proper order, describe the **FIVE (5)** stages in the buyer decision-making process.

(15 marks)

Question 4

Using the **FOUR (4)** characteristics of services, distinguish between goods and services with relevant examples.

(15 marks)

Question 5

Consumers of fast food focus on taste, price, quality and variety. Many fast food restaurants offer consistency of experience, affordability, and introduce a variety of new products to maintain its competitiveness in the market. As such, managing products become very important for the success of a fast food restaurant.

Illustrate the use of Product Life Cycle (PLC) in managing fast-food restaurant products.

(15 marks)

END OF QUESTION PAPER