



BERJAYA BUSINESS SCHOOL

FINAL EXAMINATION

Student ID (in Figures) :

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Student ID (in Words) : _____

Course Code & Name : **BGN1304 MARKETING FOR THE SERVICE INDUSTRY**
Trimester & Year : January – April 2018
Lecturer/Examiner : Joseph Choe Kin Hwa
Duration : 3 Hours

INSTRUCTIONS TO CANDIDATES

1. This question paper consists of 2 parts:
PART A (25 marks) : TWENTY FIVE (25) 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 (75 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 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.

Total Number of pages = 7 (Including the cover page)

PART B : ESSAY QUESTIONS (75 MARKS)

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

Question 1

Describe the characteristics of **FIVE (5)** marketing management orientations.

(15 marks)

Question 2

Illustrate the buying decision process of a family when purchasing a tour package for school holidays

(15 marks)

Question 3

Evaluate the role of marketing intelligence, marketing research, and internal data in a marketing decision-making process.

(15 marks)

Question 4

Understanding the product life cycle (PLC) is critical to a firm launching a new product. It helps a firm to manage the risk of launching a new product more effectively, whilst simultaneously maximising the sales and profits that could be achieved throughout the product's life cycle. Critically analyse the **FIVE (5)** stages of the product life cycle.

(15 marks)

Question 5

Fresh-Dry Food is a company that produces freeze-dried products. Currently, it is developing new freeze-dried spaghetti to cater to travelers who want instant pasta with minimal preparation anytime, anywhere.

Propose to Fresh-Dry Food **THREE (3)** promotional strategies for the new freeze-dried spaghetti with justification.

(15 marks)

END OF QUESTION PAPER