



**BERJAYA BUSINESS SCHOOL**

**FINAL EXAMINATION**

Student ID (in Figures) : 

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Student ID (in Words) : \_\_\_\_\_  
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Course Code & Name : **MKT5104 STRATEGIC MARKETING AND CORPORATE COMMUNICATION**  
Trimester & Year : JANUARY-APRIL 2019  
Lecturer/Examiner : Dr. Liew Cheng Siang  
Duration : 3 Hours

**INSTRUCTIONS TO CANDIDATES**

1. **This question paper consists of 2 parts:**  
**PART A (50 MARKS) : Answer ALL questions. Write your answers in the Answer Booklet(s) provided.**  
**PART B (50 MARKS) : Answer ALL questions. Write your answers in the Answer Booklet(s) 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 = 4 (Including the cover page)**

**PART A : ESSAY QUESTIONS (50 MARKS)**

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

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**QUESTION 1**

Samsung would like to promote their new Samsung Galaxy S10 in the second quarter of 2019. You as an appointed agency media buyer, critically discuss each steps in developing effective communications.

(25 Marks)

**QUESTION 2**

You are invited to deliver a guest lecture on “The strategy and tactics of pricing” for Berjaya University College students. Discuss the factors leading to less price sensitivity.

(25 Marks)

**PART B : CASE STUDY QUESTIONS (50 MARKS)**

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

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**Dr M launches Proton X70 SUV, prices from RM99,800**

KUALA LUMPUR: The prices for National carmaker Proton's highly anticipated sport utility vehicle (SUV), Proton X70 have finally been announced and start at just shy of RM100,000.

The Standard 2WD (two-wheel drive) is priced at RM99,800; RM109,800 (Executive 2WD); RM115,800 (Executive AWD - all-wheel drive); and RM123,800 (Premium 2WD).

All prices are on the road, without insurance.

In an industry first, the prices are the same in all states including Sabah and Sarawak.

The prices were announced during the X70 official launch by Prime Minister Tun Dr Mahathir Mohamad at the Kuala Lumpur Convention Centre on Wednesday (Dec 12) night.

Dr Mahathir, in his speech, said he hopes the collaboration between Proton Holdings Bhd and Zhejiang Geely Holdings Group (Proton-Geely) collaboration will produce a truly Malaysian car in the future.

Since teaming up with Geely, Proton has made progress including the launch of its first sport utility vehicle, the X70.

"Of course this car is not designed and built by Proton entirely but in order to be fast on the road, you have to cut corners," he said, reports Bernama.

Present was Minister of International Trade and Industry Datuk Darell Leiking and Proton Chief Executive Officer Dr Li Chunrong.

However, Dr Mahathir said Proton should continue to make progress and participate in developing new models.

This is the most anticipated SUV in Malaysian automotive history, with over 10,000 bookings received as at end-October 2018.

The model is the first collaboration between Proton and Chinese automaker Geely.

**Source (The Star, 2019)**

### QUESTION 1

Discuss the **FIVE (5)** key criteria in effectively segmenting the Proton X70.

(10 Marks)

### QUESTION 2

A key driver of shareholder value is the aggregate value of the customer base. Discuss **FIVE (5)** possible ways Proton can manage their customer base.

(10 Marks)

### QUESTION 3

Critically discuss the **“Six C’s”** criteria that can help Proton to determine whether communications on Proton X70 are truly integrated.

(15 Marks)

### QUESTION 4

Discuss with example the **FIVE (5)** major decisions known as **“the FIVE Ms”** in advertising for Proton X70.

(15 Marks)

**END OF EXAM PAPER**