



## BERJAYA BUSINESS SCHOOL

### FINAL EXAMINATION

Student ID (in Figures) : 

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Student ID (in Words) : \_\_\_\_\_

Course Code & Name : **MKT1113 Principles of Marketing**  
Trimester & Year : May – August 2018  
Lecturer/Examiner : Joseph Choe Kin Hwa  
Duration : 2 Hours

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#### 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 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 = 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.

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**Question 1**

Briefly explain each of the following concepts in marketing:

- a) Needs (2 marks)
- b) Wants (2 marks)
- c) Value (2 marks)
- d) Satisfaction (2 marks)
- e) Exchange (2 marks)

[Total: 10 marks]

**Question 2**

Examine the **FIVE (5)** micro-environmental forces that affect marketing.

(15 marks)

**Question 3**

Discuss the buying decision process when a customer is purchasing a luxury car.

(15 marks)

**Question 4**

Using the concept of the product life cycle, illustrate how a manager manages its hotel from the beginning until the end of the life cycle.

(15 marks)

**Question 5**

The marketing communications mix consists of **FIVE (5)** unique tools of communication. Explain the characteristics of each of the communication tools.

(15 marks)

**END OF QUESTION PAPER**