



BERJAYA BUSINESS SCHOOL

FINAL EXAMINATION

Student ID (in Figures) :

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

Student ID (in Words) : _____

Subject Code & Name : **DGN2302 Principles of Marketing**
 Semester & Year : September - December 2016
 Lecturer/Examiner : Mr. Philip Kwan
 Duration : 2 Hours

INSTRUCTIONS TO CANDIDATES

1. This question paper consists of 2 parts:
 - PART A (30 marks) : THIRTY (30) multiple choice questions. Answer ALL questions. Answers are to be written in the Answer Booklet provided.
 - PART B (70 marks) : FIVE (5) short answer 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 = 9 (Including the cover page)

PART B : SHORT ANSWER QUESTIONS (70 MARKS)

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

1. Describe how monitoring technological environment is crucial for hospitality marketing managers. Provide **FOUR (4)** points to your explanation. (14 marks)

2. Identify **SEVEN (7)** benefits of direct and digital marketing for both hospitality customers and sellers. (14 marks)

3. Define promotion mix and briefly describe its major tools being used for the business industry. (14 marks)

4. Identify and briefly explain **FOUR (4)** criteria a business firm should consider before choosing the channel alternative. (14 marks)

5. Identify and discuss the steps in the new product development process. (14 marks)

END OF EXAM PAPER