



## BERJAYA BUSINESS SCHOOL

### FINAL EXAMINATION

Student ID (in Figures) :

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Student ID (in Words) :

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Subject Code & Name : **MKT1013 Fundamentals of Marketing**  
 Semester & Year : September – December 2017  
 Lecturer/Examiner : Mr. Michael Liew Cheng Siang  
 Duration : 2 Hours

#### INSTRUCTIONS TO CANDIDATES

- This question paper consists of 2 parts:
  - PART A (25 marks) : Answer all FIVE (5) short answer questions. Answers are to be written in the Answer Booklet provided.
  - PART B (75 marks) : Answer all THREE (3) problem solving questions. Answers are to be written in the Answer Booklet provided.
- Candidates are not allowed to bring any unauthorized materials except writing equipment into the Examination Hall. Electronic dictionaries are strictly prohibited.
- 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.
- 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 = 3 (Including the cover page)**

**PART A : SHORT ANSWER QUESTIONS (25 MARKS)**

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

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1. Identify the participants in the business buying process. (5 Marks)
2. Outline the requirements for an effective segmentation. (5 Marks)
3. Name each stage of the product life cycle. (5 Marks)
4. List any **FIVE (5)** different price adjustment strategies companies can adopt. (5 Marks)
5. State the important decisions when developing an advertising program (5 Marks)

**END OF PART A**

**PART B : PROBLEM SOLVING QUESTIONS (75 MARKS)**

**INSTRUCTION(S)** : Answer **THREE (3)** questions. Write your answers in the Answer Booklet(s) provided.

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1. Explain the concept of macroenvironment and how these factors affect Toyota's ability to serve its customers.  
(25 Marks)
  
2. Samsung would like to buy new processor chips for the new Samsung Galaxy Note 8. You as a Samsung buyer, critically discuss each stage of the buying process when purchasing the processor.  
(25 Marks)
  
3. (a) According to Assael (1987), the types of consumer buying behavior can be based on the degree of buyer involvement and the degree of differences among brands. Explain with example these different types of buying decision behavior.  
(10 Marks)
  
- (b) It is important for a marketer to understand the entire buying process of a consumer rather than just focusing on the purchase decision only. Explain how consumers make buying decision, relating it to a product of your choice.  
(15 Marks)

**END OF EXAM PAPER**