



BERJAYA BUSINESS SCHOOL

FINAL EXAMINATION

Student ID (in Figures) : [Grid of 15 empty boxes]

Student ID (in Words) : _____

Course Code & Name : MKT1513 Principles of Marketing
Trimester & Year : September – December 2019
Lecturer/Examiner : Joseph Choe Kin Hwa
Duration : 3 Hours

INSTRUCTIONS TO CANDIDATES

- 1. This question paper consists of 2 parts: PART A (20 marks) : FOUR (4) short answer questions. Answer ALL of the questions. Answers are to be written in the Answer Booklet provided. PART B (80 marks) : FOUR (4) 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 = 3 (Including the cover page)

PART A : SHORT ANSWER QUESTIONS (20 MARKS)

INSTRUCTION(S) : Answer all **FOUR (4)** questions. Write your answers in the Answer Booklet(s) provided.

Question 1

Once a positioning has been decided, marketers could prepare the marketing mix strategies. List the **FOUR (4)** marketing mix strategies.

(4 marks)

Question 2

Identify the **FIVE (5)** stages of marketing process.

(5 marks)

Question 3

List **FIVE (5)** uncontrollable environment forces that affect organisation's marketing decision.

(5 marks)

Question 4

Briefly describe **THREE (3)** factors why business buyers are different compare to end-users.

(6 marks)

END OF PART A

PART B : ESSAY QUESTIONS (80 MARKS)

INSTRUCTION(S) : Answer all **FOUR (4)** questions. Write your answers in the Answer Booklet(s) provided.

Question 1

Market segmentation divides a market into well-defined segments. Discuss **FOUR (4)** different bases of market segmentation with examples of any brands.

(20 marks)

Question 2

Illustrate how a marketing manager for a restaurant chain manages its products from the beginning until the end of the life cycle.

(20 marks)

Question 3

Explain why marketers need to determine their promotion objectives based on **FIVE (5)** stages of buyer-readiness.

(20 marks)

Question 4

Pricing adjustments are used to fine-tune the base price or list price of a product. These fine-tuning strategies are short-run approaches that do not change the general price level. Examine **FIVE (5)** commonly used tactics of pricing adjustment strategies in retail market.

(20 marks)

END OF QUESTION PAPER