



Private & Confidential

FACULTY OF BUSINESS

FINAL EXAMINATION

Student ID (in Figures) :

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Student ID (in Words) : _____

Course Code & Name : **MKT1013 FUNDAMENTALS OF MARKETING**
Semester & Year : September - December 2020
Lecturer/Examiner : Angela Thexeira
Duration : 2 Hours

INSTRUCTIONS TO CANDIDATES

1. This question paper consists of 2 parts:
PART A (25 marks) : TWENTY-FIVE (25) multiple choice questions. Answers are to be written in the Multiple Choice Answer Sheet provided.
PART B (75 marks) : FIVE (5) short questions. Answers are to be written in the Answer Booklet provided.
2. Candidates are not allowed to bring any unauthorised 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 = 7 (Including the cover page)

PART B : STRUCTURED QUESTIONS (75 MARKS)

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

Question 1 (15 marks)

- a. Briefly describe the **FOUR (4)** types of buying decision behavior and give an example for each. (10 marks)
- b. List the **FIVE (5)** stages of the consumer buyer decision process. (5 marks)

Question 2 (15 marks)

- a. Differentiate briefly between *market segmentation*, *market targeting* and market positioning. (6 marks)
- b. Name and describe the **THREE (3)** levels at which market targeting can be carried out. Give an example of a company using each. (9 marks)

Question 3 (15 marks)

Draw the Product Life Cycle and explain briefly the **FIVE (5)** distinct stages. (15 marks)

Question 4 (15 marks)

- a. Differentiate between '*market skimming*' pricing and '*market penetration*' pricing. (4 marks)
- b. List any **TWO (2)** conditions for market penetration pricing strategy. (2 marks)
- c. Explain briefly **THREE (3)** strategies to determine the number of channel members. (9 marks)

Question 5 (15 marks)

Briefly discuss the **FIVE (5)** major promotion tools. (15 marks)

END OF EXAM PAPER