

**FACULTY OF BUSINESS****FINAL EXAMINATION**

Student ID (in Figures) :

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Student ID (in Words) :

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Course Code & Name : **MKT1513 Principles of Marketing**  
Semester & Year : January – April 2022  
Lecturer/Examiner : Joseph Choe Kin Hwa  
Duration : 3 Hours

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**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.

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**Question 1**

Identify **FIVE (5)** criteria to test segmentation variables for the potential effectiveness of any given marketing programme.

(5 marks)

**Question 2**

Name the **FIVE (5)** marketing management orientations.

(5 marks)

**Question 3**

List **FOUR (4)** unique characteristics of service.

(4 marks)

**Question 4**

Briefly explain the **THREE (3)** pricing strategy for new product.

(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.

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**Question 1**

The marketing manager needs to monitor the developments in the environment in order to identify the opportunities and threats. Examine the **FIVE (5)** macro-environment forces that impact the marketing functions.

(20 marks)

**Question 2**

You have been appointed to the position of Marketing Manager with an electric car brand. The company sees the importance of managing a series of new electric car models effectively, whilst simultaneously maximising the sales and profits. Therefore, your first task is to advise the Management team on the key decisions in relation to managing the company's products.

Write a report to illustrate how the company can manage its products from the beginning until the end of the life cycle.

(20 marks)

**Question 3**

Marketers should pay more attention to find out how consumers' own characteristics can influence their ultimate responses in selecting the product, brand and amount spent on products and services.

Discuss any **FIVE (5)** factors that can influence consumer buying behaviour.

(20 marks)

**Question 4**

The owner of a budget hotel is anxious to invest in a marketing information system but are concerned with the budget. Because you are a graduate of Berjaya University College, he asked you for some guidance on the internal sources of information as cheaper alternatives to conducting survey.

Explain to your client the **FIVE (5)** commonly used internal company data as sources of marketing information.

(20 marks)

**END OF QUESTION PAPER**