

FACULTY OF BUSINESS

FINAL EXAMINATION

Student ID (in Figures) :

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Student ID (in Words) :

Course Code & Name : **MKT1113 Principles of Marketing**
Semester & Year : January – April 2023
Lecturer/Examiner : Joseph Choe Kin Hwa
Duration : 2 Hours

INSTRUCTIONS TO CANDIDATES

1. This question paper consists of 2 parts:
PART A (30 marks) : THIRTY (30) multiple choice questions. Shade your answers in the Multiple Choice Answer sheet in the Answer Booklet provided. You are advised to use a 2B pencil.
PART B (70 marks) : FIVE (5) short answer 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 = 8 (Including the cover page)

PART B : SHORT ANSWER QUESTIONS (70 MARKS)

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

Question 1

Briefly explain **FOUR (4)** bases of segmentation for consumer markets.

(10 marks)

Question 2

Describe **FIVE (5)** stages of marketing management process that provides value to both the marketer and the customer.

(15 marks)

Question 3

Consumers make buying decision every day. Using a product of your choice, illustrate **FIVE (5)** steps of consumer buying decision making process.

(15 marks)

Question 4

Sales promotions are short-term inducements of value offered to arouse interest and to encourage the purchase of goods and services. Discuss any **FIVE (5)** sales promotion tools that are commonly used by marketers.

(15 marks)

Question 5

En. Hisham is opening a new hotel called the Back-to-Nature Hotel in Kuala Lumpur. He wants to manage the risk of launching a new hotel more effectively, whilst simultaneously maximising the sales and profits.

Explain to En. Hisham on the use of Product Life Cycle (PLC) in managing his new hotel

(15 marks)

END OF QUESTION PAPER