

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

Student ID (in Figures) :

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Student ID (in Words) :

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Course Code & Name : **MKT1113 Principles of Marketing**  
Semester & Year : January – April 2024  
Lecturer/Examiner : Joseph Choe Kin Hwa  
Duration : 2 Hours

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**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.

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**Question 1**

Explain **FIVE (5)** alternative concepts under which organisations design and carry out their marketing strategies.

(10 marks)

**Question 2**

Explain the concept of 'Unique Selling Proposition (USP)' and how **THREE (3)** components of USP can be used to distinguish a product from competitors.

(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**

Describe **FIVE (5)** components of the promotional mix and their roles in a marketing campaign.

(15 marks)

**Question 5**

Imagine you are a small business owner who produces handmade soaps. You have been selling your products directly to customers through your website and social media platforms. However, you are now considering using intermediaries to help you reach a wider audience.

Examine **THREE (3)** advantages and **THREE (3)** disadvantages of using intermediaries for your business.

(15 marks)

**END OF QUESTION PAPER**