



FACULTY OF BUSINESS

FINAL EXAMINATION

Student ID (in Figures) :

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Student ID (in Words) :

Course Code & Name : **MKT1513 Principles of Marketing**
 Semester & Year : January – April 2024
 Lecturer/Examiner : Joseph Choe Kin Hwa
 Duration : 3 Hours

INSTRUCTIONS TO CANDIDATES

- 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.
- Candidates are not allowed to bring any unauthorized materials except writing equipment into the Examination Hall. Electronic dictionaries are strictly prohibited.
- 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.
- 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

Identify **FIVE (5)** components of the promotional mix.

(5 marks)

Question 2

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

(5 marks)

Question 3

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

(4 marks)

Question 4

Explain **THREE (3)** roles of using retail intermediaries to distribute products.

(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

Imagine you are the marketing manager of a company that produces electric cars. Your company is planning to launch a new electric car model in the market. However, you are concerned about the impact of macro-environmental forces on your marketing decisions.

Discuss **FIVE (5)** macro-environmental forces that you should consider while making marketing decisions for your new electric car model with examples.

(20 marks)

Question 2

Prepare a report outlining **FOUR (4)** stages of the Product Life Cycle model and how a company can effectively manage its products through the various stages.

(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

Describe **FIVE (5)** pricing strategies that are commonly used for new products and established products. Give examples.

(20 marks)

END OF QUESTION PAPER