



BERJAYA BUSINESS SCHOOL

FINAL EXAMINATION

Student ID (in Figures) :

--	--	--	--	--	--	--	--	--	--	--	--	--	--	--

Student ID (in Words) :

Course Code & Name : **MKT1513 Principles of Marketing**
 Trimester & Year : January-April 2019
 Lecturer/Examiner : Dr. Liew Cheng Siang
 Duration : 3 Hours

INSTRUCTIONS TO CANDIDATES

1. This question paper consists of 2 parts:
 - PART A (20 marks) : Answer all FOUR (4) short answer questions. Answers are to be written in the Answer Booklet provided.
 - PART B (80 marks) : Answer all FOUR (4) essay 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)** short answer questions. Write your answers in the Answer Booklet(s) provided.

QUESTION 1

Explain the different marketing management orientations which marketer can adopt in guiding them design an effective marketing strategy.

(5 marks)

QUESTION 2

Describe the typical roles played by the various members of a buying center.

(5 Marks)

QUESTION 3

Explain the **FIVE (5)** level of Maslow's hierarchy of needs

(5 Marks)

QUESTION 4

People differ greatly in their readiness to try new products. Elaborate the **FIVE (5)** groups of adopter.

(5 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

Discuss steps involved when Proton develop the new SUV X 70

(20 Marks)

QUESTION 2

Samsung would like to buy new processor chips for the upcoming Samsung Galaxy Note 10. You as a Samsung buyer, critically discuss each stage of the buying process when purchasing the processor.

(20 Marks)

QUESTION 3

It is important for a marketer to understand the entire buying process of a consumer rather than just focusing on the purchase decision only. Elaborate how consumers make buying decision, relating it to a product of your choice.

(20 Marks)

QUESTION 4

Discuss any **FIVE (5)** macroenvironment factors and how these factors affect Starbucks ability to serve its customers.

(20 Marks)

END OF EXAM PAPER