



BERJAYA BUSINESS SCHOOL

FINAL EXAMINATION

Student ID (in Figures) :

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Student ID (in Words) : _____

Course Code & Name : **MKT1113 Principles of Marketing**
Trimester & Year : January – April 2019
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 describe **FIVE (5)** main responsibilities of marketing department.

(10 marks)

Question 2

Analyse the relationship between market segmentation, market targeting and product positioning.

(15 marks)

Question 3

Consumers make buying decision every day. Illustrate the consumer buying decision making process of a new car.

(15 marks)

Question 4

Understanding the product life cycle (PLC) is critical to a firm launching a new product. It helps a firm to manage the risk of launching a new product more effectively, whilst simultaneously maximising the sales and profits that could be achieved throughout the product's life cycle. Discuss the **FIVE (5)** stages of the product life cycle.

(15 marks)

Question 5

Fresh-Dry Food is a company that produces freeze-dried products. Currently, it is developing new freeze-dried spaghetti to cater to busy working executives and travelers who want instant pasta with minimal preparation anytime, anywhere.

Suggest to Fresh-Dry Food **FIVE (5)** sales promotional techniques for the new freeze-dried spaghetti.

(15 marks)

END OF QUESTION PAPER