



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 2020

Lecturer/Examiner : Joseph Choe Kin Hwa

Duration : 3 Hours

INSTRUCTIONS TO CANDIDATES

1. 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.

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)** questions. Write your answers in the Answer Booklet(s) provided.

Question 1

Identify **FIVE (5)** main purposes of a marketing plan.

(5 marks)

Question 2

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

(5 marks)

Question 3

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

(4 marks)

Question 4

Briefly explain the **THREE (3)** pricing strategy for new product.

(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

Marketing manager needs to monitor the developments in the environment in order to identify the opportunities and threats. Analyse how the **FIVE (5)** macro environment factors impact on the marketing function.

(20 marks)

Question 2

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.

Illustrate how a marketing manager for an International hotel chain manages its products from the beginning until the end of the life cycle.

(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

Many hotels and resorts build extensive internal databases, electronic collections of consumer and market information obtained from data sources within the company network. Information in the database can come from many sources. Describe **FIVE (5)** commonly used internal company data as sources of marketing information.

(20 marks)

END OF QUESTION PAPER