

FACULTY OF BUSINESS**FINAL EXAMINATION**

Student ID (in Figures) :

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Student ID (in Words) :

Course Code & Name : **MKT1113 Principles of Marketing**
Semester & Year : January – April 2020
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 explain the **FIVE (5)** major marketing orientations in the development of the business world philosophy.

(10 marks)

Question 2

Consumers make buying decision every day. Illustrate the **FIVE (5)** steps consumer buying decision making process of a product of your choice.

(15 marks)

Question 3

Examine the importance of the **FIVE (5)** unique tools of communication in product marketing.

(15 marks)

Question 4

Using the concept of the product life cycle, illustrate how a marketing manager manages its products from the beginning until the end of the life cycle.

(15 marks)

Question 5

Manufacturers depend on other firms known as intermediaries in a marketing channel or a value delivery network. Describe any **FIVE (5)** functions of intermediaries in a marketing channel with example.

(15 marks)

END OF QUESTION PAPER