



## FACULTY OF BUSINESS

### FINAL EXAMINATION

Student ID (in Figures) : 

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Student ID (in Words) : \_\_\_\_\_  
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Course Code & Name : **MKT1513 Principles of Marketing**  
 Semester & Year : January – April 2021  
 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.

**PART A : SHORT ANSWER QUESTIONS (20 MARKS)**

**INSTRUCTION(S)** : Answer all **FOUR (4)** questions. Write your answers in the Answer Booklet(s) provided.

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**Question 1**

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

(5 marks)

**Question 2**

Name the **FIVE (5)** alternatives of marketing management philosophies which organisations' design and carry out their marketing strategies.

(5 marks)

**Question 3**

List the **FOUR (4)** unique characteristics of a service-based product.

(4 marks)

**Question 4**

Briefly describe the **THREE (3)** different pricing strategies for a 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.

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**Question 1**

Marketing manager needs to monitor the developments in the external environment in order to identify the opportunities and threats. Examine how the **FIVE (5)** external environment forces impact on the marketing function of a retail business.

(20 marks)

**Question 2**

En. Kamal is opening a new hotel called the New Mask Hotel in Kuala Lumpur. He wants to manage the risk of launching a new hotel more effectively, whilst simultaneously maximising the sales and profits.

Explain to En. Kamal on the use of Product Life Cycle (PLC) in managing his new hotel.

(20 marks)

**Question 3**

For high-involvement purchases, consumers are more likely to carefully process all the available information and to have thought about the decision well before they buy the item. Discuss the **FIVE (5)** steps of consumer buying process of a high-involvement product of your choice.

(20 marks)

**Question 4**

You have just been employed as the new Marketing Manager of a large confectionery company in Malaysia. Your Marketing Director has called a meeting for tomorrow morning and asked you to explain to the board members the option of promotion tools for the company's newly launched product line.

Write your report on the **FIVE (5)** unique tools of promotion in product marketing.

(20 marks)

**END OF QUESTION PAPER**