



FACULTY OF BUSINESS

FINAL EXAMINATION

Student ID (in Figures) :

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Student ID (in Words) :

Course Code & Name : **MKT5104 Strategic Marketing and Corporate Communication - ODL**
 Semester & Year : January – April 2021
 Lecturer/Examiner : Joseph Choe Kin Hwa
 Duration : 3 Hours

INSTRUCTIONS TO CANDIDATES

1. This question paper consists of 1 part:
PART A (100 marks) : FIVE (5) 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 : ESSAY QUESTIONS (100 MARKS)

INSTRUCTION(S) : Answer all **FIVE (5)** questions. Write your answers in the Answer Booklet(s) provided.

Question 1

You have just been appointed as the marketing manager of a major food retail chain. You have a talk with the managing director and propose to develop a three-year strategic marketing plan. He gives a cynical smile and says; “You must be joking. This business changes so fast we have no time for planning....anyway, I’m not convinced of its value”.

To convince him, outline a model of the marketing planning process with a detailed analysis that creates exchanges and provide value to both the marketer and the customer.

(20 marks)

Question 2

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.

Critically analyse the importance of values creation in the **FIVE (5)** steps of consumer buying process of a high-involvement product of your choice.

(20 marks)

Question 3

As Marketing Manager of a fast growing company producing alcoholic and non-alcoholic beverages, you have been asked to advise the Management team on the key decisions in relation to managing company’s products. You decide to prepare a brief report outlining the stages of Product Life Cycle (PLC) and discuss their implications for managing the company’s marketing operations with respect to its products.

Write your report.

(20 marks)

Question 4

The owner of a medium-sized bakery shop is anxious to spend his promotion budget effectively. Because you are a graduate from Berjaya University College MBA programme, he has turned to you for consultation on the tools available for promoting the bakery shop.

Write a brief report giving your client some evaluation on the pros and cons of the **FIVE (5)** unique promotional tools respectively.

(20 marks)

Question 5

“Brand management is primarily concerned with making decisions to build, eliminate, reposition and revitalise brands.”

Critically discuss this statement, fully illustrating your argument with appropriate examples to support your discussion.

(20 marks)

END OF QUESTION PAPER