



FACULTY OF BUSINESS

FINAL EXAMINATION

Student ID (in Figures) :

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Student ID (in Words) : _____

Course Code & Name : **MKT1513 Principles of Marketing**
Trimester & Year : May – August 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.

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 the **FOUR (4)** characteristics that differentiate a physical product with service. (4 marks)

Question 2

List **FOUR (4)** criteria to test segmentation variables for potential effectiveness of any given marketing programme. (4 marks)

Question 3

Describe the **THREE (3)** main differences between business market and consumer market. (6 marks)

Question 4

Illustrate **THREE (3)** ways in which smaller firms can use marketing research techniques at little or no expense. (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

Using a company of your choice, illustrate how the marketing planning process can be used to establish and maintain competitive advantage.

(20 marks)

Question 2

You have been appointed to the position of Marketing Manager with a leading mobile phone retail chain. The company sees the importance of managing a series of new mobile phone models effectively, whilst simultaneously maximising the sales and profits.

Your first task is to create a statement to illustrate how the company can manage its products from the beginning until the end of the life cycle. Prepare the statement.

(20 marks)

Question 3

Manufacturers depend on other firms known as intermediaries in a marketing channel or a value delivery network.

Critically analyse the functions of intermediaries in a marketing channel.

(20 marks)

Question 4

Evaluate the advantages and limitations of the **FIVE (5)** major advertising media within the 'promotions' mix of the modern marketing firm.

(20 marks)

END OF QUESTION PAPER