



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 : May – August 2022
 Lecturer/Examiner : Joseph Choe Kin Hwa
 Duration : 3 Hours

INSTRUCTIONS TO CANDIDATES

- 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.
- Candidates are not allowed to bring any unauthorized materials except writing equipment into the Examination Hall. Electronic dictionaries are strictly prohibited.
- 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.
- 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

Briefly explain the concepts of customer-perceived value and customer satisfaction. (4 marks)

Question 2

Identify the **FIVE (5)** industry forces that affect businesses in a modern marketing system. (5 marks)

Question 3

List **FIVE (5)** factors that could influence consumer buying behaviour. (5 marks)

Question 4

Briefly explain the **THREE (3)** sources of marketing intelligence that helps managers prepare and adjust marketing plans and short-run tactics. (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

Market targeting can be carried out at several different levels. Evaluate the **FOUR (4)** different levels of market-targeting strategies.

(20 marks)

Question 2

You have been appointed to the position of Marketing Manager with an electric car brand. The company sees the importance of managing a series of new electric car models effectively, whilst simultaneously maximising the sales and profits. Therefore, your first task is to advise the Management team on the key decisions in relation to managing the company's products.

Write a report to illustrate how the company can manage its products from the beginning until the end of the product life cycle.

(20 marks)

Question 3

Deciding on the selling price of a product is not an easy task as there are many factors that could influence the price of a product. Examine any **FIVE (5)** factors that a firm needs to consider in setting the price of a product.

(20 marks)

Question 4

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

(20 marks)

END OF QUESTION PAPER