

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 : May – August 2023
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

Explain the **FIVE (5)** marketing orientation.

(10 marks)

Question 2

Discuss how competitive rivalry, bargaining power of buyers and suppliers, threat of new entrants, and threat of substitute products or services can shape a company's marketing approach.

(15 marks)

Question 3

Select a product that you have recently purchased and illustrate the **FIVE (5)** stages of the consumer buying decision-making process that you went through while making that purchase.

(15 marks)

Question 4

In the context of service marketing, explain the **THREE (3)** levels of service product and their significance in satisfying customer needs and expectations.

(15 marks)

Question 5

Integrated marketing communication (IMC) plays a vital role in coordinating various promotional activities. Identify **FIVE (5)** elements of the promotional mix and explain how each element contributes to an effective promotional strategy.

(15 marks)

END OF QUESTION PAPER