



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 2023
 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

Explain the difference between micro and macro environments in marketing with examples.
(5 marks)

Question 2

Identify the **FIVE (5)** elements of the promotional mix.
(5 marks)

Question 3

Explain the difference between internal and external influences on consumer behavior.
(4 marks)

Question 4

Describe **THREE (3)** components of a marketing information system.
(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

Compare **FIVE (5)** marketing orientation approaches to marketing management.

(20 marks)

Question 2

You are a product manager in a company that wants to launch a new product in the market. Develop a comprehensive new product development plan that includes idea generation, idea screening, concept development, business analysis, product development and launch.

Explain each stage of the process, and provide justifications for the decisions made in each stage.

(20 marks)

Question 3

A company faces intense market competition and wants to maintain its market share by adjusting its pricing strategy. Discuss **FIVE (5)** pricing strategy for the company that considers its cost structure, competition, and target market.

(20 marks)

Question 4

Explain **FIVE (5)** major roles of marketing intermediaries in the distribution process and provide examples of different types of intermediaries on their roles.

(20 marks)

END OF QUESTION PAPER