

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 2024
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 = 7 (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

Describe the **FIVE (5)** marketing philosophies: production, product, selling, marketing, and societal marketing. (10 marks)

Question 2

- a) Explain how does a marketing information system support decision-making in marketing. (3 marks)
 - b) Describe the **FOUR (4)** components of a marketing information system. (12 marks)
- [Total: 15 marks]

Question 3

- a) Explain the concept of market segmentation. (3 marks)
 - b) Imagine you are a marketing manager for a new line of eco-friendly skincare products. Illustrate how segmenting the market based on factors such as demographics, psychographic, purchasing behavior and geographic can help the company attract and retain customers in a competitive market. (12 marks)
- [Total: 15 marks]

Question 4

- a) Describe the Product Life Cycle (PLC) and its relevance to product strategy. (3 marks)
 - b) Using examples of products at different stages of the life cycle, discuss the strategies businesses can employ to manage each stage effectively. (12 marks)
- [Total: 15 marks]

Question 5

Outline the roles of the **FIVE (5)** components comprising the promotional mix and their significance in a marketing campaign. (15 marks)

END OF QUESTION PAPER