



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 2024
 Lecturer/Examiner : Joseph Choe Kin Hwa
 Duration : 3 Hours

INSTRUCTIONS TO CANDIDATES

1. This question paper consists of 2 parts:
 - PART A (20 marks) : TWENTY (20) 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 (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 = 6 (Including the cover page)

PART B : ESSAY QUESTIONS (80 MARKS)

INSTRUCTION(S) : Answer all **FOUR (4)** questions. Write your answers in the Answer Booklet(s) provided.

Question 1

- a) Imagine you are starting a small business selling handmade crafts online. Explain why understanding the marketplace is crucial for the success of your business. (5 marks)
- b) Describe **FIVE (5)** core marketplace concepts that you should consider in your marketing strategy. (15 marks)
- [Total: 20 marks]

Question 2

- a) List **FIVE (5)** criteria used for effective segmentation. (5 marks)
- b) Describe **FIVE (5)** ways on how companies use market segmentation to better meet the needs of diverse customer groups. (15 marks)
- [Total: 20 marks]

Question 3

Imagine you are a marketing consultant hired by a company launching a new health and wellness product. Illustrate the **FIVE (5)** steps that you would take to conduct market research and understand the needs and preferences of potential customers. (20 marks)

Question 4

Apply the concept of the marketing mix (4Ps) to a product or service of your choice. Examine how each component (product, price, place, promotion) contributes to satisfying customer needs and achieving marketing objectives. (20 marks)

END OF QUESTION PAPER