BERJAYA
UNIVERSITY COLLEGE
OF HOSPITALITY

BERJAYA BUSINESS SCHOOL

FINAL EXAMINATION

Student ID (in Figures)   :

Student ID (in Words)   :

Subject Code & Name	:	**BBM1304 Principles of Marketing**
Semester & Year	:	May - August 2016
Lecturer/Examiner	:	Leon Siew Lin
Duration	:	3 Hours

INSTRUCTIONS TO CANDIDATES

1. **This question paper consists of 3 parts:**
    PART A (30 marks)   :   **Answer all THIRTY (30) multiple choice questions. Answers are to be shaded in the Multiple Choice Answer Sheet provided.**
    PART B (20 marks)   :   **Answer all FOUR (4) short answer questions. Answers are to be written in the Answer Booklet provided.**
    PART B (50 marks)   :   **Answer all TWO (2) short answer 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 of Hospitality 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 of Hospitality.

Total Number of pages = 8 (Including the cover page)

PART A : **MULTIPLE CHOICE QUESTIONS (30 MARKS)**
INSTRUCTION(S) : Questions 1 to 30 are multiple choice questions. Answer ALL questions on the answer sheet provided.

END OF PART A

PART B : **SHORT ANSWER QUESTIONS (20 MARKS)**
INSTRUCTION(S) : Answer all **FOUR (4)** questions. Write your answers in the Answer Booklet(s) provided.

1. (a)   Explain what is a Marketing Research?

   (b)   What is the main purpose of conducting a marketing research?

   (c)   Give an example of a method of marketing research?

2. (a)   Explain and what is Marketing Mix?

   (b)   Explain with example each component of Marketing Mix.

3. (a)   Define Market Segmentation?

   (b)   What is Target Marketing?

4. (a)   Define a marketing demographic?

   (b)   Give three (3) example of the classification of marketing demographic?

END OF PART B

PART C : CASE STUDY (50 MARKS)

INSTRUCTION(S) : Answer all **TWO (2)** questions. Write your answers in the Answer booklet(s) provided.

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1.   Sachin and Virag are two enterprising youth. They have passed out from IIM, Bangalore. They thought instead of doing a job, they will launch fresh vegetables in Indian markets. Having learnt of the future conventional foods, they decided to venture into cultivation of mushrooms.

Mushrooms are known to be the best alternative food for vegetarians. For Sachin and Virag fund raising was a serious handicap for mass production. However, the first trial batch of mushrooms that they produced was bought by Star Hotel in Bangalore. Further, the hotel placed orders for supply of 20 kgs every day. Now mushroom industry is run by small entrepreneurs, like Sachin and Virag. Another big player M/s Ashtavinayak Mushrooms, equipped with cold storage facility was more interested in the export market. Sachin and Virag have set their sights high. They aim to sell mushrooms in a very big way all over India. Mushrooms have a great market potential and is a perishable food.

(a)   How will you advise Sachin and Virag, as how to increase the consumer awareness about this new food?

(b)   What would be your suggestions for distribution channel for mushrooms?

2.   Based on the above case study, the company would also need to consider the following factor that are:

   I.   Pricing strategy
   II. Product life cycle

(a)   List and discuss the factors to consider in setting up the price.

(b)   Discuss the new product development Process that the company would have to take into consideration.

END OF EXAM PAPER