



## BERJAYA BUSINESS SCHOOL

### FINAL EXAMINATION

Student ID (in Figures) :

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Student ID (in Words) :

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Subject Code & Name : **MKT5104 STRATEGIC MARKETING AND CORPORATE COMMUNICATION**  
 Semester & Year : May - August 2017  
 Lecturer/Examiner : Michael Liew  
 Duration : 3 Hours

#### INSTRUCTIONS TO CANDIDATES

- This question paper consists of 2 parts:
  - PART A (50 marks) : Answer all TWO (2) essay questions. Answers are to be written in the Answer Booklet provided.
  - PART B (50 marks) : Answer ONE (1) long essay question. 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 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 = 3 (Including the cover page)**

**PART A : ESSAY QUESTIONS (50 MARKS)**

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

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1. (a). Toyota is introducing C-HR into the Malaysia market and the company is seeking your help to set the price. Discuss the steps in setting a pricing policy for Toyota C-HR.

(12 Marks)

- (b). The automobile industry in Malaysia is highly competitive and consumers are often very sensitive to the price of the car. Critically discuss factors that will lead to less price sensitivity among consumers.

(13 Marks)

(Total: 25 Marks)

2. Business markets contrast sharply with consumer markets in many ways. Discuss and provide examples

(25 Marks)

**END OF PART A**

**PART B : LONG ESSAY QUESTIONS (50 MARKS)**

**INSTRUCTION(S)** : Answer **ONE (1)** question only. Write your answers in the Answer Booklet(s) provided.

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1. In order to create an effective marketing management strategy, business enterprises must have a strong understanding of their own customers and the market in which they operate. Discuss using **FOUR** concepts introduced in this course.

(50 Marks)

2. "Cultural, social and personal factors influence how consumers think, feel and act". Discuss.

(50 Marks)

**END OF EXAM PAPER**