



BERJAYA BUSINESS SCHOOL

FINAL EXAMINATION

Student ID (in Figures) :

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Student ID (in Words) : _____

Course Code & Name : **MKT1513 Principles of Marketing**
Trimester & Year : May – August 2018
Lecturer/Examiner : Joseph Choe Kin Hwa
Duration : 3 Hours

INSTRUCTIONS TO CANDIDATES

1. This question paper consists of 2 parts:
PART A (25 marks) : TWENTY FIVE (25) 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 (75 marks) : FIVE (5) 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 = 7 (Including the cover page)

PART B : ESSAY QUESTIONS (75 MARKS)

INSTRUCTION(S) : Answer all **FIVE (5)** questions. Write your answers in the Answer Booklet(s) provided.

Question 1

Explain the marketing process that creates exchanges and provide value to both the marketer and the customer.

(15 marks)

Question 2

Illustrate how a newly married couple would make their buying decision in choosing a honeymoon destination.

(15 marks)

Question 3

Mr. Peter Stark is opening a new hotel called the Hotel Marvel Malaysia. He wants to manage the risk of launching a new hotel more effectively, whilst simultaneously maximising the sales and profits. Explain to Mr. Stark on the application of Product Life Cycle (PLC) in managing his new hotel.

(15 marks)

Question 4

B-Meal is a new business in the frozen food industry. It produces frozen foods such as pizza, curry puffs, and chicken nuggets to meet the needs of busy working people. Suggest any **FOUR (4)** approaches B-Meal could apply to set the initial price of the product.

(15 marks)

Question 5

The marketing communications mix consists of **FIVE (5)** unique tools of communication. Examine the characteristics of each of the communication tools.

(15 marks)

END OF QUESTION PAPER