



BERJAYA BUSINESS SCHOOL

FINAL EXAMINATION

Student ID (in Figures) :

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Student ID (in Words) :

Course Code & Name : **MKT1013 Fundamentals of Marketing**
Trimester & Year : May - September 2018
Lecturer/Examiner : Liew Cheng Siang
Duration : 2 Hours

INSTRUCTIONS TO CANDIDATES

- This question paper consists of 2 parts:**
PART A (25 marks) : Answer all FIVE (5) short answer questions. Answers are to be written in the Answer Booklet provided.
PART B (75 marks) : Answer all THREE (3) problem solving questions. Answers are to be written in the Answer Booklet provided.
- Candidates are not allowed to bring any unauthorised 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 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 = 3 (Including the cover page)

PART A : SHORT ANSWER QUESTIONS (25 MARKS)

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

1. Explain the different marketing management orientations which marketers can adopt in guiding them to design an effective marketing strategy.
(5 marks)
2. Describe the typical roles played by the various members of a buying center.
(5 Marks)
3. Explain **FIVE (5)** ways a market can be divided using demographic segmentation. (5 Marks)
4. Explain the **FIVE (5)** levels of Maslow's hierarchy of needs. (5 Marks)
5. "People differ greatly in their readiness to try new products." Elaborate the **FIVE (5)** groups of adopter.
(5 Marks)

END OF PART A

PART B : PROBLEM SOLVING QUESTIONS (75 MARKS)

INSTRUCTION(S) : Answer **THREE (3)** questions. Write your answers in the Answer Booklet(s) provided.

1. Explain the concept of microenvironment and how these factors affect Honda's ability to serve its customers.
(25 Marks)
2. In today's competitive environment, companies realize that the key growth is to continue to develop new products. Your assignment is to prepare a presentation about the new product development process. What would you include?
(25 Marks)
3. Critically discuss the environmental factors influencing business buyers for Sony.
(25 Marks)

END OF EXAM PAPER