



BERJAYA BUSINESS SCHOOL

FINAL EXAMINATION

Student ID (in Figures) :

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Student ID (in Words) : _____

Course Code & Name : **MKT5104 Strategic Marketing and Corporate Communication**
Trimester & Year : May - August 2018
Lecturer/Examiner : Liew Cheng Siang
Duration : 3 Hours

INSTRUCTIONS TO CANDIDATES

1. 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 only. Answers are to be written in the Answer Booklet provided.
2. Candidates are not allowed to bring any unauthorised 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 = 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.

1. Discuss the concept of macroenvironment and how these factors affect Honda's ability to serve its customers.
(25 Marks)

2. Discuss with example the steps in developing effective communications for the upcoming Samsung Galaxy Note 9.
(25 Marks)

END OF PART A

PART B : LONG ESSAY QUESTIONS (50 MARKS)

INSTRUCTION(S) : Answer **ONE (1)** long essay question only. Answers are to be written in the Answer Booklet provided.

1. Understanding how pricing affects your business will help you make the optimal decisions for selling your products and services. Discuss.

(50 Marks)

2. "Developing an effective marketing mix is key to a successful marketing plan". Discuss this statement with reference to **NO MORE THAN FOUR (4)** concepts introduced in this course.

(50Marks)

END OF EXAM PAPER