



## BERJAYA BUSINESS SCHOOL

### FINAL EXAMINATION

Student ID (in Figures) : 

--	--	--	--	--	--	--	--	--	--	--	--	--	--	--

Student ID (in Words) : \_\_\_\_\_

Course Code & Name : **MKT1513 Principles of Marketing**  
Trimester & Year : May – August 2019  
Lecturer/Examiner : Joseph Choe Kin Hwa  
Duration : 3 Hours

---

#### INSTRUCTIONS TO CANDIDATES

1. This question paper consists of 2 parts:  
PART A (20 marks) : FOUR (4) short answer questions. Answer ALL of the questions. Answers are to be written in the Answer Booklet provided.  
PART B (80 marks) : FOUR (4) 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 = 3 (Including the cover page)**

**PART A : SHORT ANSWER QUESTIONS (20 MARKS)**

**INSTRUCTION(S)** : Answer all **FOUR (4)** questions. Write your answers in the Answer Booklet(s) provided.

---

**Question 1**

Identify the **FOUR (4)** characteristics that differentiate a physical product with service. (4 marks)

**Question 2**

List **FOUR (4)** criteria to test segmentation variables for potential effectiveness of any given marketing programme. (4 marks)

**Question 3**

Describe the **THREE (3)** main differences between business market and consumer market. (6 marks)

**Question 4**

Illustrate **THREE (3)** ways in which smaller firms can use marketing research techniques at little or no expense. (6 marks)

**END OF PART A**

**PART B : ESSAY QUESTIONS (80 MARKS)**

**INSTRUCTION(S)** : Answer all **FOUR (4)** 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.

(20 marks)

**Question 2**

Using the concept of the product life cycle, illustrate how a marketing manager manages its products from the beginning until the end of the life cycle.

(20 marks)

**Question 3**

Manufacturers depend on other firms known as intermediaries in a marketing channel or a value delivery network. Critically analyse the functions of intermediaries in a marketing channel.

(20 marks)

**Question 4**

Discuss **TWO (2)** advantages and **TWO (2)** disadvantages associated with any **FIVE (5)** major advertising media.

(20 marks)

**END OF QUESTION PAPER**