

FACULTY OF BUSINESS

FINAL EXAMINATION

Student ID (in Figures) :

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Student ID (in Words) : _____

Course Code & Name : **MKT1113 Principles of Marketing**
Semester & Year : May – August 2020
Lecturer/Examiner : Joseph Choe Kin Hwa
Duration : 2 Hours

INSTRUCTIONS TO CANDIDATES

1. This question paper consists of 2 parts:
PART A (30 marks) : THIRTY (30) 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 (70 marks) : FIVE (5) short answer 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 = 8 (Including the cover page)

PART B : SHORT ANSWER QUESTIONS (70 MARKS)

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

Question 1

Briefly describe the **FIVE (5)** macro-environmental forces. (10 marks)

Question 2

You are the marketing executive of a local fast food restaurant chain which targets the working class. Your director has just returned from a one-day course in marketing. She asked you about the various marketing concepts relevant to the restaurant chain.

Outline to your director any **THREE (3)** marketing concepts that are compatible with the fast food restaurant chain.

(15 marks)

Question 3

For high-involvement purchases, consumers are more likely to carefully process all the available information and thought about the decision well before they buy the item. Discuss the **FIVE (5)** steps of consumer buying process of a high-involvement product of your choice.

(15 marks)

Question 4

You have just been employed as the new Marketing Assistant of a large confectionery company. Your Marketing Manager has called a meeting for tomorrow morning and asked you to explain to her and the other board members the option of promotion tools for the company's newly launched product line. Write your report on the **FIVE (5)** unique tools of promotion in product marketing

(15 marks)

Question 5

En. Ezran Hisham is opening a new hotel called the New Norm Hotel in Malaysia. He wants to manage the risk of launching a new hotel more effectively, whilst simultaneously maximising the sales and profits. Explain to En. Ezran on the use of Product Life Cycle (PLC) in managing his new hotel.

(15 marks)

END OF QUESTION PAPER