



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 : September – December 2018
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 **FOUR (4)** factors that could influence the consumer buying behaviour.

(4 marks)

Question 2

List **FOUR (4)** bases of segmentation for consumer market.

(4 marks)

Question 3

Briefly describe the product levels involved in the purchase of a new Perodua Myvi.

(6 marks)

Question 4

Explain **THREE (3)** main sources of marketing intelligence.

(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 **FIVE (5)** micro-environmental forces that affect marketing activities.

(20 marks)

Question 2

Base on the concept of Product Life Cycle, discuss how a marketing manager manages its products from the beginning until the end of the life cycle.

(20 marks)

Question 3

Setting price of a product is not an easy task as there are many factors that influence the price of a product. Examine **FIVE (5)** main factors that a firm need to consider in setting the price of a product.

(20 marks)

Question 4

Direct marketing is an interactive system of marketing which uses one or more advertising media to obtain a measurable response. Describe the benefits of direct marketing to customers and companies.

(20 marks)

END OF QUESTION PAPER