



BERJAYA BUSINESS SCHOOL

FINAL EXAMINATION

Student ID (in Figures) :

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Student ID (in Words) :

Course Code & Name : **MKT1113 Principles of Marketing**
Trimester & Year : September –December 2018
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 explain the **FIVE (5)** different marketing orientations.

(10 marks)

Question 2

After evaluating the identified market segments, a decision is made by marketer to develop appropriate targeting strategy.

Examine any **THREE (3)** basic categories in target marketing strategies.

(15 marks)

Question 3

Consumers make buying decision every day. Illustrate the consumer buying decision making process of a product of your choice.

(15 marks)

Question 4

Most products intended for consumer use can be categorised by how frequently and where they are purchased. Using relevant example, describe any **THREE (3)** types of the consumer products.

(15 marks)

Question 5

Firms need to consider many factors in setting the price of a product. Explain **FIVE (5)** factors that can influence a firm pricing decision.

(15 marks)

END OF QUESTION PAPER