



Private & Confidential

FACULTY OF BUSINESS

FINAL EXAMINATION

Student ID (in Figures) :

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

Student ID (in Words) : _____

Course Code & Name : **MKT1113 PRINCIPLES OF MARKETING**
Semester & Year : September - December 2021
Lecturer/Examiner : Angela Thexeira
Duration : 2 Hours

INSTRUCTIONS TO CANDIDATES

1. This question paper consists of 2 parts:
PART A (25 marks) : TWENTY-FIVE (25) multiple choice questions. Answers are to be written in the Multiple Choice Answer Sheet provided.
PART B (75 marks) : FIVE (5) structured questions. 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 = 7 (Including the cover page)

PART B : STRUCTURED QUESTIONS (75 MARKS)

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

Question 1 (15 marks)

- a. Briefly describe the **FIVE (5)** stages in the process of adopting a new product. (10 marks)
- b. Explain the **FIVE (5)** characteristics influencing an innovation's rate of adoption. (5 marks)

Question 2 (15 marks)

- a. Briefly explain **FOUR (4)** variables that might be used in segmenting consumer markets. (8 marks)
- b. Name **THREE (3)** factors a firm must look at when evaluating different market segments. (3 marks)
- c. Briefly explain any **TWO (2)** variables to segment international markets. (4 marks)

Question 3 (15 marks)

- a. Briefly state **EIGHT (8)** major steps in the new product development process. (8 marks)
- b. Briefly describe any **TWO (2)** service characteristics. (4 marks)
- c. List any **THREE (3)** desirable qualities for a brand name. (3 marks)

Question 4 (15 marks)

- a. Differentiate between '*optional product*' pricing and '*captive product*' pricing. (4 marks)
- b. List **TWO (2)** conditions for market skimming pricing strategy. (2 marks)
- c. Explain briefly **THREE (3)** possible vertical marketing system designs. (9 marks)

Question 5 (15 marks)

- a. Define 'personal selling'. (1 mark)
- b. The goal of the selling process is to get new customers and obtain orders from them. Briefly explain the **SEVEN (7)** steps in the selling process. (14 marks)

END OF EXAM PAPER