



FACULTY OF BUSINESS

FINAL EXAMINATION

Student ID (in Figures) :

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Student ID (in Words) : _____

Course Code & Name : **MKT1513 Principles of Marketing**
Semester & Year : September – December 2022
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

Briefly explain the production orientation and the societal marketing orientation.

(4 marks)

Question 2

List the **FOUR (4)** market-targeting strategies.

(4 marks)

Question 3

Describe **THREE (3)** distribution strategies that determine the number of wholesalers and retailers to carry a product.

(6 marks)

Question 4

Briefly explain **THREE (3)** sources of marketing intelligence that could assist marketing managers prepare and adjust marketing plans and short-run tactics.

(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

The success of marketing plans requires working closely with the company's microenvironment. Critically discuss **FIVE (5)** major stakeholders in the microenvironment that can affect a company's marketing plan.

(20 marks)

Question 2

Product life cycle theory suggests that marketing mix activities should change as the product progress through the different stages of life cycle. Examine the **FOUR (4)** main stages of the product life cycle for a product of your choice and explain why the marketing mix activities are expected to change through the stages.

(20 marks)

Question 3

You have been employed recently at Berjaya Starbucks Coffee Company Sdn. Bhd. as the new Marketing Manager. Your director has asked you to write a report to all the department heads on how Berjaya Starbucks takes advantage of the **FIVE (5)** stages in the consumer purchase decision-making process.

Prepare the report.

(20 marks)

Question 4

The marketing communications mix consists of **FIVE (5)** unique tools of communication. Analyse the characteristics for each of the communication tools.

(20 marks)

END OF QUESTION PAPER