

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 : September – December 2023
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

Explain **FIVE (5)** bases of segmentation for consumer markets.

(10 marks)

Question 2

You have been employed recently at Berjaya Starbucks Coffee Company Sdn. Bhd. as the new Marketing Executive. Your manager has asked you to write a report to all the department heads on the impact of **FIVE (5)** macro-environmental forces on the business.

Prepare the report.

(15 marks)

Question 3

Illustrate how the **FIVE (5)** stages of consumer decision-making process can be applied in a real-life scenario of your choice.

(15 marks)

Question 4

A company faces intense market competition and wants to maintain its market share by adjusting its pricing strategy. Explain **FIVE (5)** pricing strategies for the company that considers its cost structure, competition, and target market.

(15 marks)

Question 5

Explain **FIVE (5)** major roles of marketing intermediaries in the distribution process and give an example for each role.

(15 marks)

END OF QUESTION PAPER