

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 2024
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 = 7 (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

Describe the **FIVE (5)** marketing philosophies: production, product, selling, marketing, and societal marketing. (10 marks)

Question 2

Imagine you are a marketing consultant for a company that sells eco-friendly household products. Illustrate the typical stages of the consumer decision-making process that a customer might go through when deciding whether to purchase an eco-friendly cleaning product. (15 marks)

Question 3

Discuss the different bases of segmentation (e.g., demographic, geographic, psychographic, and behavioral) and how a company might use these bases to target a specific market segment. (15 marks)

Question 4

Examine the product life cycle of a well-known consumer product, such as a smartphone or a popular beverage. Describe the marketing strategies that are typically employed at each stage of the product life cycle (Introduction, Growth, Maturity, and Decline). (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