



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 2024
 Lecturer/Examiner : Joseph Choe Kin Hwa
 Duration : 3 Hours

INSTRUCTIONS TO CANDIDATES

- This question paper consists of 2 parts:
 - PART A (20 marks) : TWENTY (20) 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 (80 marks) : FOUR (4) essay questions. Answer ALL of the questions. Answers are to be written in the Answer Booklet provided.**
- Candidates are not allowed to bring any unauthorized materials except writing equipment into the Examination Hall. Electronic dictionaries are strictly prohibited.
- 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.
- 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 = 6 (Including the cover page)

PART B : ESSAY QUESTIONS (80 MARKS)

INSTRUCTION(S) : Answer all **FOUR (4)** questions. Write your answers in the Answer Booklet(s) provided.

Question 1

- a) List **FIVE (5)** marketing orientation. (5 marks)
- b) The success of marketing plans requires working closely with the company's microenvironment. Describe **FIVE (5)** major stakeholders in the microenvironment that can affect a company's marketing plan. (15 marks)
- [Total: 20 marks]

Question 2

- a) Identify **FIVE (5)** criteria used for effective segmentation. (5 marks)
- b) Explain **FIVE (5)** ways on how companies use market segmentation to better meet the needs of diverse customer groups. (15 marks)
- [Total: 20 marks]

Question 3

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 4

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)

END OF QUESTION PAPER