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UNIVERSITI TUN HUSSEIN ONN MALAYSIA

**FINAL EXAMINATION
SEMESTER II
SESSION 2013/2014**

COURSE NAME : PRINCIPLES OF MARKETING
COURSE CODE : BPA 11603
PROGRAMME : 1 BPB
EXAMINATION DATE : JUNE 2014
DURATION : 3 HOURS
INSTRUCTION : ANSWER ALL QUESTIONS

THIS QUESTION PAPER CONSISTS OF **THREE (3)** PAGES

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- Q1** Managing products, services and brands are crucial in building customer value.
- (a) State **FIVE (5)** stages in product life cycle. (5 marks)
 - (b) List **THREE (3)** concepts of brand sponsorship with examples. (6 marks)
 - (c) Explain the following service characteristics with appropriate example:-
 - (i) Intangibility (3 marks)
 - (ii) Variability (3 marks)
 - (iii) Inseparability (3 marks)
- Q2** Companies usually adjust their basic prices to account for various customer differences and changing situation.
- (a) List **FIVE (5)** price adjustment strategies. (5 marks)
 - (b) Explain **FIVE (5)** product mix pricing strategies used by marketers with appropriate example. (15 marks)
- Q3** A company's channel decisions directly affect every other marketing decision. Management must make channel decision carefully, incorporating today's needs with tomorrow's likely selling environment.
- (a) State **FOUR (4)** major logistic functions performed by members of marketing channel. (4 marks)
 - (b) Differentiate between conventional distribution channel and vertical marketing system. (4 marks)
 - (c) Explain **SIX (6)** wholesalers' channel functions. (12 marks)

Q4 Integrated marketing communications (IMC) helps to companies to communicate customer value.

(a) Define the following:

(i) Personal Selling

(2 marks)

(ii) Public Relations

(2 marks)

(b) List **FOUR (4)** possible advertising objectives for informative advertising.

(4 marks)

(c) List **FOUR (4)** execution styles representing a message in an advertisement.

(4 marks)

(d) Explain **FOUR (4)** consumer sales promotion tools.

(8 marks)

Q5 Beyond brand and relationship building, direct marketers usually seek a direct and immediate consumer response. Effective direct marketing begins with a good customer database.

(a) Define customer database.

(2 marks)

(b) Differentiate between corporate website and marketing website with examples.

(6 marks)

(c) Explain **THREE (3)** forms of direct marketing with appropriate example.

(12 marks)

- END OF QUESTION -

