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Universiti Tun Hussein Onn Malaysia

**UNIVERSITI TUN HUSSEIN ONN MALAYSIA**

**FINAL EXAMINATION  
SEMESTER II  
SESSION 2015/2016**

COURSE NAME : PRINCIPLES OF MARKETING  
COURSE CODE : BPA 11603  
PROGRAMMECODE : BPB  
EXAMINATION DATE : JUNE / JULY 2016  
DURATION : 2HOURS 30MINUTES  
INSTRUCTION : ANSWERS ALL QUESTIONS

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

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- Q1** Every product seems to go through a life cycle. It is born, goes through several phases, and eventually dies as newer products come along that create new or greater value for customers.
- (a) Differentiate between fad and style using appropriate example. (5 marks)
- (b) Explain **FIVE (5)** stages of product life cycle with appropriate diagramme. (20 marks)
- Q2** A price is the sum of all the values that customers give up in order to gain the benefits of having or using a product or service.
- (a) Calculate the following:
- (i) A marketer's fixed costs are RM400,000, the variable cost is RM16, and the company expects the product to sell for RM24. Compute the company's break-even point in units. (3 marks)
- (ii) A marketer's fixed costs are RM400,000, the variable cost is RM16, and the company expects the product to sell for RM24. Compute the company's break-even point in ringgit sales. (3 marks)
- (iii) A marketer's fixed costs are RM400,000, the variable cost is RM16, and the company expects the product to sell for RM24. If the marketer has sales of RM1,440,000, compute their profit on this product. (3 marks)
- (b) Explain **FOUR (4)** price adjustment strategies using appropriate example. (16 marks)
- Q3** A company's channel decisions directly affect every other marketing decision. Management must make channel decisions carefully, incorporating today's needs with tomorrow's likely selling environment.
- (a) Define multichannel distribution system. (2 marks)
- (b) List **SEVEN (7)** key functions performed by marketing channel members. (7 marks)
- (c) Explain **FOUR (4)** major logistics functions with appropriate example. (16 marks)

**Q4** Building good customer relationship calls for more than just developing a good product with attractive pricing. Companies must also communicate with their value propositions to customers and what they communicate should not be left to chance. All communication must be planned and blended into carefully integrated programs.

(a) List **FIVE (5)** forms of online marketing. (5 marks)

(b) Explain **FIVE (5)** marketing communication mix tools with example. (20 marks)

**-END OF QUESTIONS-**