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UNIVERSITI TUN HUSSEIN ONN MALAYSIA

**FINAL EXAMINATION
SEMESTER II
SESSION 2016/2017**

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COURSE NAME : PRINCIPLES OF MARKETING
COURSE CODE : BPA 10502
PROGRAMME CODE : BPC
EXAMINATION DATE : JUNE 2017
DURATION : 2 HOURS
INSTRUCTION : ANSWERS ALL QUESTIONS

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

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Q1 (a) The goal of a channel strategy is to determine the best way of making a product available to the target market.

(i) Discuss the characteristics of a short channel and a long channel according to the market factors and product factors.

(10 marks)

(ii) List **THREE (3)** benefits of the Vertical Marketing System (VMS).

(6 marks)

(b) Non store retailing does not require the use of a physical location to sell products to consumers.

Explain with suitable examples, **TWO (2)** nonstore retailing practices that a marketer can adopt.

(10 marks)

(c) Wholesalers provides several services to their customers

State **FOUR (4)** services that wholesaler provide to customers.

(4 marks)

Q2 (a) Pricing strategy includes all activities that convey and enhance the value of a purchase. It identifies what a business will charge for its products or services.

(i) Describe **FOUR (4)** pricing objectives that could be used for the pricing strategy of a business organization.

(8 marks)

(ii) List the **FIVE (5)** steps that a marketer must follow in setting prices.

(5 marks)

(b) Skimming pricing strategy or penetration pricing strategy are strategies used for introducing a new product in the marketplace.

Discuss **THREE (3)** conditions of proper use for both skimming pricing strategy and penetration pricing strategy.

(12 marks)

(c) Explain the following terms with suitable Malaysian example:

(i) Uniform delivered pricing.

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(5 marks)

(ii) Bundle pricing.

(5 marks)

- Q3** (a) Intergrated markting communication(IMC) is the coordination of all promotional activities to produce a unified, customer- focused promotional message. IMC looks at the elements of the promotional mix through the customers' eyes.
- (i) Define promotional mix. (3 marks)
 - (ii) State **FIVE (5)** factors that can influence the choice of promotional mix. (5 marks)
- (b) Advertising is a cost-effective, creative way to communicate with groups of people, educate the audience about a product or services, and help initiate dialogue with a target market.
- (i) Discuss with examples, **THREE (3)** objectives of advertising. (12 marks)
 - (ii) Define interactive advertising. (3 marks)
- (c) Personal selling is the process of a seller's person to person promotional presentation to a buyer.
- (i) State **THREE (3)** personal selling sales channel. (3 marks)
 - (ii) Describe **THREE (3)** trends in personal selling. (9 marks)

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- END OF QUESTIONS -