



**UNIVERSITI TUN HUSSEIN ONN MALAYSIA**

**FINAL EXAMINATION  
SEMESTER II  
SESSION 2021/2022**

**COURSE NAME : PRINCIPLES OF MARKETING**

**COURSE CODE : BPA 10502**

**PROGRAMME CODE : BPC**

**EXAMINATION DATE : JULY 2022**

**DURATION : 2 HOURS**

- INSTRUCTIONS**
- 1. ANSWER ALL QUESTIONS**
  - 2. THIS FINAL EXAMINATION IS AN ONLINE ASSESSMENT AND CONDUCTED VIA CLOSED BOOK.**
  - 3. STUDENTS ARE PROHIBITED TO CONSULT THEIR OWN MATERIAL OR ANY EXTERNAL RESOURCES DURING THE EXAMINATION CONDUCTED VIA CLOSED BOOK.**

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

- Q1** Ross Electronics produces electrical appliances—blenders, hand mixers, microwaves, and electric kettle—under the brand name ROSSE. Ross attempts to target newlyweds and first-time homebuyers with this brand. Most young households have limited financial resources, so Ross attempts to engage in target costing. "In doing this," says Ross Mahh, founder of Ross Electronics, "we have better control over keeping price right in line with customers."

Ross manufactures a three-speed blender, its top seller, and a five-speed blender. The hand mixers are manufactured in two variants—a small handheld mixer with two rotating beaters and another that comes with an optional stand and an attached mixing bowl. Ross' microwave and electric kettle are manufactured in a single style with three colour options. "Our product offerings are narrower," Ross Mahh added, "but our line workers know each product like the back of their hands. This allows us to produce superior products while holding our prices low.

- (a) Explain **THREE (3)** major pricing strategies that Ross Electronics can apply. (9 marks)

- (b) The seller's pricing freedom varies with different types of markets.

Describe **FOUR (4)** types of markets with examples.

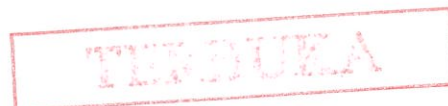
(12 marks)

- Q2** Companies rarely work alone in engaging customers, creating customer value, and building profitable customer relationships. Instead, most are only a single link in a larger supply chain and marketing channel. As such, a firm's success depends not only on how well it performs but also on how well its entire marketing channel competes with competitors' channels.

- (a) Illustrate **TWO (2)** types of marketing channels. (8 marks)

- (b) Discuss **FIVE (5)** ways the intermediary channel members may add value to a company. (10 marks)

- (c) Describe **THREE (3)** major store retailer types with examples. (9 marks)



**Q3** Today, marketers view communications as managing ongoing customer engagement and relationships with the company and its brands. Because customers differ, communications programs must be developed for specific segments, niches, and individuals. Marketers need to assess what influence each communication experience will have at different stages of the buying process. This understanding helps marketers allocate their communication dollars more efficiently and effectively. To communicate effectively, marketers need to understand how communication works.

- (a) Illustrate the communication process with explanations. (20 marks)
- (b) List any **FIVE (5)** steps in developing an effective integrated communications and promotion program. (5 marks)

**Q4** (a) Staying on top of technological advancement has become the most vital element for the retail and fashion brands to stay on the pulse of South-East Asian consumers' evolving tastes and preferences. "As people spend more time staying at home, they increasingly look to shopping to connect with the wider community based on shared passion points. One way to bring this to life is through digital content marketing and influencer engagement," Zalora Marketplace and Platform Services director Simone Cortini told *The Malaysian Reserve* in a recent interview.

This is why Zalora continues to work with brands to create innovative touchpoints like its live-streaming platform, Z-Live, where shoppers interact with fashion and style enthusiasts directly. Cortini said the company is also looking into augmented reality and virtual reality technologies to offer immersive shopping experiences.

(Source: *The Malaysian Reserve*, 2021)

- (i) Outline **SIX (6)** benefits of direct marketing for buyers and sellers in the Zalora marketplace. (12 marks)
- (ii) Describe the advantage of each traditional form of direct marketing. (10 marks)
- (b) "Internet marketing practices have raised a number of ethical and legal questions."

Discuss critically the above statement. (5 marks)

- END OF QUESTIONS -

