



UNIVERSITI TUN HUSSEIN ONN MALAYSIA

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

- COURSE NAME : PRINCIPLES OF MARKETING
- COURSE CODE : BPA 11603
- PROGRAMME CODE : BPA / BPB
- EXAMINATION DATE : JULY 2022
- DURATION : 3 HOURS
- INSTRUCTION : 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**

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TERBUKA

Q1 The QuickRelief allergy medication advertisement appearing in the magazine *Better Homes and Gardens* shows green grass and lovely flowers. The headline states, "QuickRelief is 60% more effective than the leading prescription." At the bottom of the advertisement, in small print, is an explanation of how the effectiveness of QuickRelief was determined. The advertisement also shows a package of QuickRelief so consumers can easily recognize it at the store.

(a) List **FIVE (5)** promotion mix tools for communicating customer value. (5 marks)

(b) Describe **FOUR (4)** different components of the communication model for QuickRelief advertisement. (8 marks)

(c) Apply **SIX (6)** steps in developing an effective integrated communications and promotion program for QuickRelief. (18 marks)

Q2 MBA@UTHM is a Master Programme offered by Faculty of Technology Management and Business, Universiti Tun Hussein Onn Malaysia. There are multiple marketing activities that have been implemented since its launch in 2017.

As a marketer for this Master Programme, the best way forward is to utilize communication tools via the internet. It offers many effective ways to communicate with customers and attract audiences, each with its own characteristics.

(a) Develop **FIVE (5)** ways in which MBA@UTHM marketer can set up an online marketing presence. (20 marks)

(b) Mobile marketing and social media marketing can be confusing for a small business owner.

Differentiate **TWO (2)** advantages and disadvantages of mobile marketing using appropriate examples for the small business owner. (12 marks)

Q3 If you compare the retail scenario now to that of the early 80s and 90s, you will notice a considerable difference in the type of retail stores that exist. One of the main reasons for this change is the rise of the marketing era. Retailers began to realize that giving customers differential experiences and offerings is a great way to increase profits. This gave rise to different types of retail establishments that we see today that depend on the consumers' behavior and manufacturers' abilities. Each of them differentiates themselves from the rest based on the products they offer and the manner in which it is offered.

- (a) Explain **FIVE (5)** types of major store retailing in Malaysia with example.
(15 marks)
- (b) Differentiate between corporate chains and franchise organizations that exist in Malaysia.
(10 marks)

Q4 Remember the plan to charge more for a Coke on a hot day? A few years back, M. Douglas Ivester, the chief executive of Coca-Cola, said he thought it would be fair to raise the price of soda on a summer day like today. Vending machines could be equipped with thermometers, and when demand for a cold soda rose with the temperature, the price would rise too, just as Economics 101 said it should.

It was not one of the great marketing moments in the company's history. In Internet chat rooms and newspaper editorials around the world, angry Coke drinkers denounced the idea. The word "gouging" got tossed around a lot. Pepsi gleefully accused its rival of exploiting consumers.

Coke responded by running away from the heat-seeking vending machine as fast as possible. Company spokesmen said that Mr. Ivester was talking hypothetically and there were no plans to add a summer surcharge. Coke was actually looking for ways that vending machine technology could lower the cost of a drink, they added.

With that matter cleared up, consumers then returned to doing exactly what had caused them such horror: paying more, sometimes a lot more, for all kinds of items when they were in great demand than when they were not.

(Source: New York Times, 27 June 2005)

Discuss **THREE (3)** ways how Coca Cola can adjust their prices to take into account different types of customers and situations.
(12 marks)

-END OF QUESTIONS-

