UNIVERSITI POLY-TECH MALAYSIA UPTM

FINAL EXAMINATION

BACHELOR OF BUSINESS ADMINISTRATION (HONOURS)
BACHELOR OF BUSINESS ADMINISTRATION (HONOURS) HUMAN RESOURCE MANAGEMENT

COURSE	:	**PRINCIPLES OF MARKETING**
COURSE CODE	:	**MKT2123**
DURATION	:	**3 HOURS**

INSTRUCTIONS TO CANDIDATES:

1. This question paper consists of **TWO (2)** parts : PART A (4 questions)
   : PART B (4 questions)
2. Answer ALL questions from Part A and Part B in the Answer Booklet provided.
3. Please check to make sure that this examination pack consists of:
   i. The Question Paper
   ii. An Answer Booklet
4. Do not bring any material into the examination hall without permission.
5. Please write your answer using permanent ink.

MYKAD NO./ PASSPORT NO. : ____________________
ID. NO. : ____________________
LECTURER : ____________________
SECTION : ____________________

DO NOT OPEN THE QUESTION PAPER UNTIL YOU ARE TOLD TO DO SO

The question paper consists of 3 printed pages including the front page

PART A: SHORT STRUCTURED QUESTIONS

Answer ALL questions.

Question 1

a) Explain **TWO (2)** differences between a product and a service.

(4 marks)

b) Describe with examples any **TWO (2)** types of consumer products.

(6 marks)

Question 2

a) What is the difference between competition-based pricing and customer value-based pricing?

(4 marks)

b) Describe any **THREE (3)** types of price adjustment strategies used by companies. Provide examples.

(6 marks)

Question 3

a) Explain **THREE (3)** functions performed by marketing intermediaries in a distribution channel.

(6 marks)

b) Describe **TWO (2)** types of marketing channel levels with examples.

(4 marks)

Question 4

a) Describe any **THREE (3)** advantages of using digital marketing to promote products or services

(6 marks)

b) Explain **TWO (2)** objectives of advertising in marketing.

(4 marks)

(TOTAL: 40 MARKS)

PART B: LONG STRUCTURED QUESTIONS

Answer ALL questions.

1. Brand sponsorship is an important branding decision made by manufacturers. It determines how a product is branded and marketed in the marketplace. Explain **FOUR (4)** brand sponsorship options available to manufacturers.

(15 marks)

2. Companies usually adjust their basic prices to account for various customer differences and changing situations. Describe any **THREE (3)** geographical pricing strategies used by companies.

(15 marks)

3. Describe the **THREE (3)** strategies used to determine the number of marketing intermediaries in a distribution channel.

(15 marks)

4. Public relations is a promotional tool used by companies to build a positive image and maintain good relationships with the public. Discuss **FIVE (5)** public relations tools used by companies today.

(15 marks)

(TOTAL: 60 MARKS)
(TOTAL: 100 MARKS)

END OF QUESTION PAPER