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 core product and augmented product. (4 marks)

b) Describe **THREE (3)** benefits of strong branding to customers. (6 marks)

Question 2

a) Explain **TWO (2)** product mix pricing strategies used by companies. (4 marks)

b) Describe **TWO (2)** pricing strategies used for new products. Provide examples (6 marks)

Question 3

a) Describe **TWO (2)** types of distribution intensity with suitable examples. (6 marks)

b) Explain **TWO (2)** reasons why companies use marketing intermediaries. (4 marks)

Question 4

a) Describe **TWO (2)** digital marketing tools used by companies today. (6 marks)

b) Explain **TWO (2)** objectives of sales promotion. (4 marks)

(TOTAL: 40 MARKS)

PART B: LONG STRUCTURED QUESTIONS
Answer ALL questions.

1. Explain **FOUR (4)** stages of Product Life Cycle (PLC) and discuss how understanding each stage can help businesses plan appropriate marketing strategies. Provide examples.
(15 marks)

2. Explain **FOUR (4)** price adjustment strategies used by companies to respond to different customer situations. Provide examples.
(15 marks)

3. Describe **FOUR (4)** major trends and developments in retailing. Provide suitable examples.
(15 marks)

4. Discuss **THREE (3)** promotion mix tools and explain how each tool helps influence customer purchasing decisions. Provide examples.
(15 marks)

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

END OF QUESTION PAPER