

**CONFIDENTIAL**



**UNIVERSITI TUN HUSSEIN ONN MALAYSIA**

**FINAL EXAMINATION  
SEMESTER II  
SESSION 2013/2014**

COURSE NAME : PRINCIPLES OF MARKETING  
COURSE CODE : BPA 10502  
PROGRAMME : 1 BPC  
EXAMINATION DATE : JUNE 2014  
DURATION : 2 HOURS  
INSTRUCTION : ANSWER **ALL** QUESTIONS

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

**CONFIDENTIAL**

*RLT*

- Q1** (a) Successful sales people understand and engage in a series of activities to make sales encounter mutually beneficial.

Draw the steps in the personal selling process.

(6 marks)

- (b) State **TWO (2)** advantages and **TWO (2)** disadvantages for each of the media vehicles below:

(i) Television.

(4 marks)

(ii) Internet.

(4 marks)

- (c) Differentiate between informative advertising and reminder advertising.

(6 marks)

- (d) Describe each of the following sales promotion techniques with an example.

(i) Price deal packs.

(2 marks)

(ii) Premiums.

(2 marks)

(iii) Loyalty reward programs.

(2 marks)

- Q2** (a) Describe the following types of distribution channel.

(i) Intensive distribution.

(3 marks)

(ii) Exclusive distribution.

(3 marks)

- (b) Discuss the difference between specialty stores, convenience stores and hypermarket with appropriate example in Malaysia.

(12 marks)

- (c) (i) Define wholesaling.

(2 marks)

(ii) List **FOUR (4)** types of service provided by limited function wholesalers.

(4 marks)

- Q3** (a) Describe the followings with appropriate examples.
- (i) Price bundling. (4 marks)
  - (ii) Captive pricing. (4 marks)
- (b) (i) Define discounts. (2 marks)
- (ii) Discuss the difference between quantity discounts and seasonal discounts. (6 marks)
- (c) Explain with an example, the use of trial pricing or introductory price dealing strategy for a new product. (8 marks)
- Q4** (a) There are three types of consumer products. Identify the type of consumer product for the following items:
- (i) Canned sardines.
  - (ii) Designer handbags.
  - (iii) Insurance policy.
  - (iv) Denim jeans.
  - (iii) Diamond ring.
  - (iv) Cemetery plot.
  - (v) Refrigerator.
  - (vi) Liquid detergent. (4 marks)
- (b) Define the followings with an appropriate example.
- (i) Manufacturer brand. (3 marks)
  - (ii) Licensing. (3 marks)
  - (iii) Co-branding. (4 marks)
- (c) Discuss **THREE (3)** levels of product when you purchase a pizza from a fast food outlet. (12 marks)

-END OF QUESTIONS-

