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**UNIVERSITI TUN HUSSEIN ONN MALAYSIA**

**FINAL EXAMINATION  
SEMESTER II  
SESSION 2014/2015**

COURSE NAME : PRINCIPLES OF MARKETING  
COURSE CODE : BPA 10502  
PROGRAMME : 1 BPC  
EXAMINATION DATE : JUNE 2015/JULY 2015  
DURATION : 2 HOURS  
INSTRUCTION : ANSWER ALL QUESTIONS

THIS QUESTION PAPER CONSISTS OF FIVE(5) PAGES

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- Q1**
- (a) Draw the pull strategy process of the promotion mix strategy. (4 marks)
  - (b)
    - (i) Define sales promotion. (2 marks)
    - (ii) State **TWO (2)** types of consumer promotion tools. (2 marks)
  - (c) List the **FOUR (4)** major steps in selecting advertising media. (4 marks)
  - (d) Describe **TWO (2)** functions of public relations. (4 marks)
  - (e) Explain territorial sales force structure and customer sales force structure. (4 marks)
- Q2**
- (a) Give **TWO (2)** examples of the major store retailer types classified by :
    - (i) Product line. (2 marks)
    - (ii) Relative prices. (2 marks)
  - (b) Discuss **TWO (2)** examples of 'green retailing' activities undertaken by retailers in Malaysia. (6 marks)
  - (c) Describe **THREE (3)** channel functions of wholesalers. (6 marks)

- (d) Define :
  - (i) Vertical marketing system. (2 marks)
  - (ii) Horizontal marketing system. (2 marks)

- Q3**
- (a) Describe the following price adjustment strategies:
    - (i) Segmented pricing. (2 marks)
    - (ii) Promotional pricing. (3 marks)
    - (iii) Geographical pricing. (2 marks)
  - (b) Explain the following with example :
    - (i) Optional product pricing. (3 marks)
    - (ii) Captive product pricing. (3 marks)
  - (c) Draw the process of customer value based pricing. (6 marks)

- Q4** (a) Discuss the **FOUR (4)** stages of the product life cycle that a new product under goes through in terms of:
- (i) Sales. (2 marks)
  - (ii) Costs. (2 marks)
  - (iii) Profits. (2 marks)
  - (iv) Marketing objectives. (4 marks)
- (b) Define with appropriate example, **TWO (2)** groups of industrial products and services. (5 marks)
- (c) Describe with example, **THREE (3)** desirable qualities in selecting a brand name. (6 marks)
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- Q5** (a) Discuss **THREE (3)** benefits of direct marketing to buyers. (6 marks)
- (b) Give an example in Malaysia of the following forms of direct marketing :
- (i) Kiosk marketing. (3 marks)
  - (ii) Catalog marketing. (3 marks)

(c) List **FIVE (5)** ways companies can conduct online marketing.

(5 marks)

(d) Define viral marketing.

(3 marks)

**-END OF QUESTIONS-**

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