UTHM
Universiti Tun Hussein Onn Malaysia

UNIVERSITI TUN HUSSEIN ONN MALAYSIA

FINAL EXAMINATION
SEMESTER II
SESSION 2014/2015

COURSE NAME   :   PRINCIPLES OF MARKETING

COURSE CODE   :   BPA 11603

PROGRAMME   :   1 BPB

EXAMINATION DATE   :   JUNE 2015/JULY 2015

DURATION   :   3 HOURS

INSTRUCTION   :   ANSWER **ALL** QUESTIONS

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

Q1 Companies must clearly and persuasively communicate the value proposition to current and prospective customers. All communications must be planned and blended into carefully integrated programmes.

(a) State **SEVEN (7)** execution styles in setting advertising messages.

(7 marks)

(b) Differentiate between advertainment and branded entertainment with appropriate example.

(6 marks)

(b) Explain **FOUR (4)** major public relations tools.

(12 marks)

Q2 Marketing managers encounter several strategies in building positive customer satisfaction and relationship building. The strategies include interactions to the customer via face to face and online.

(a) Define product sales force structure.

(2 marks)

(b) List **SEVEN (7)** steps in personal selling process.

(7 marks)

(b) Discuss **FOUR (4)** ways to conduct online marketing presence.

(16 marks)

Q3 Pricing strategies usually change as the product passes through its life time.

(a) Define market skimming pricing.

(2 marks)

(b) Explain **FIVE (5)** product mix pricing.

(15 marks)

(c) Happy Boxes Sdn. Bhd., a recycled box maker had the following operational costs and expected sales.

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Table 1: Costs/Sales Structure

Costs/Sales	Amount
Variable cost/unit	RM10.00
Fixed cost	RM150,000.00
Expected unit sales	100,000.00 units
Markup on sales	20%

Compute the following:

(i)   Unit cost.

(2 marks)

(ii)   Markup price.

(3 marks)

(iii)   Breakeven volume.

(3 marks)

Q4   Marketing logistics or physical distribution system is an area of potentially high cost savings and improved customer satisfaction.

(a)   Define selective distribution.

(2 marks)

(b)   State **FOUR (4)** types of major store retailer with appropriate example.

(8 marks)

(c)   The major logistics functions are designed to minimize the cost of attaining effective logistics objectives.

Discuss the following functions:

(i)   Warehousing.

(5 marks)

(ii)   Inventory Management.

(5 marks)

(iii)   Transportation.

(5 marks)

- END OF QUESTIONS -

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