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**UNIVERSITI TUN HUSSEIN ONN MALAYSIA**

**FINAL EXAMINATION  
SEMESTER I  
SESSION 2015/2016**

**COURSE NAME : PRINCIPLES OF MARKETING**  
**COURSE CODE : BPA 11603**  
**PROGRAMME : 1 BPA**  
**EXAMINATION DATE : DECEMBER 2015/JANUARY 2016**  
**DURATION : 2 HOUR 30 MINUTES**  
**INSTRUCTION : ANSWER ALL QUESTIONS**

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

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**Q1** Making decisions about developing new products and how individual consumers and organizations decide to adopt those products is critical to any marketer.

(a) List **EIGHT (8)** steps in new-product development process. (8 marks)

(b) Explain **THREE (3)** sources of idea generation using appropriate examples. (12 marks)

**Q2** (a) An old Russian proverb says, "There are two kind of fools in any market. One doesn't charge enough. The other charges too much." In modern business practice, there seldom is any one-and-only, now-and-forever best pricing strategy. Marketers will need to think of a different pricing strategies and tactics to ensure competitive advantage in any market.

Explain **FOUR (4)** product mix pricing strategies with appropriate example. (16 marks)

(b) (i) Calculate the manufacturer's unit cost when fixed costs is RM100,000, variable cost is RM10 and expected sales is 50,000 units. (3 marks)

(ii) Assume a manufacturer with fixed costs of RM100,000, a variable cost of RM10, and expected sales of 50,000 units wants to earn a 20-percent markup on sales.

Calculate the manufacturer's markup price. (3 marks)

(iii) A marketer's fixed costs are RM400,000, the variable cost is RM16, and they expect the product to sell for RM24.

Calculate the breakeven point in units. (3 marks)

**Q3** Wholesale and retail sector has contributed to Malaysia GDP with over 60% of domestic consumption. In 2014 alone, five new hypermarkets and six superstores were set up nationwide by domestic and foreign players, meeting the yearly target.

(a) List **THREE (3)** wholesalers channel functions. (3 marks)

(b) State **FIVE (5)** store retailer types classified by product line and assortments with appropriate example. (10 marks)

(c) Explain using appropriate example **THREE (3)** types of retailers classified by the amount of services. (12 marks)

**Q4** Companies must do more than just to create value. They must clearly and persuasively communicate that value. The vehicle to communicate is via promotion; where it is not a single tool but rather a mix of several tools.

(a) List **FIVE (5)** major sales promotion tools. (5 marks)

(b) State **FIVE (5)** message execution styles used in advertising. (5 marks)

(c) Explain with appropriate examples **FIVE (5)** forms of traditional direct marketing. (20 marks)

**-END OF QUESTIONS-**