



UNIVERSITI TUN HUSSEIN ONN MALAYSIA

**FINAL EXAMINATION
SEMESTER I
SESSION 2017/2018**

COURSE NAME : PRINCIPLES OF MARKETING
COURSE CODE : BPA 11603
PROGRAMME CODE : BPA
EXAMINATION DATE : DECEMBER 2017/JANUARY 2018
DURATION : 2 HOURS 30 MINUTES
INSTRUCTION : ANSWERS ALL QUESTIONS

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

- Q1** (a) Explain the following terms with appropriate examples:
- (i) Product line (3 marks)
 - (ii) Product width (3 marks)
 - (iii) Co-branding (3 marks)
- (b) Services are intangible activities or benefits which are different from product characteristics.
- (i) Identify **TWO (2)** types of services. (4 marks)
 - (ii) Discuss **FOUR (4)** characteristics of a service. (12 marks)
- Q2** (a) Malaysia comes under upper middle class income country. The retail industry in Malaysia continues to maintain its momentum, driven by economic and social developments and population growth.
- (i) Describe **TWO (2)** types of retailers according to amount services offered with appropriate examples. (5 marks)
 - (ii) Discuss **FOUR (4)** types of non-store retailing. (10 marks)
- (b) Many retailers depend on intermediaries that engage in wholesaling activities. Differentiate between agents and brokers with merchant wholesalers (10 marks)

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Q3 Pricing is one of the most important elements of the marketing mix, as it is the only mix, which generates a turnover for the organization.

(a) Explain the following terms with appropriate examples:

(i) Penetration Pricing (3 marks)

(ii) Skimming pricing (3 marks)

(iii) Prestige pricing (3 marks)

(b) Explain **FOUR (4)** types of uniform delivered pricing methods with appropriate examples. (16 marks)

Q4 Morgan Spurlock sought to find out in his 2004 documentary ‘Super Size Me’. For 30 days, Spurlock ate only McDonald’s food. Everyone involved in the film, including Spurlock’s doctors, were shocked at the amount that his health deteriorated in such a short time. Before the 30 days started, it was predicted that changes expected were his weight, cholesterol levels, liver enzymes and other biomarkers, but everyone substantially underestimated how severely his health would be jeopardized. It turned out that in the 30 days, the then 32-year-old man gained 25 pounds, his cholesterol levels rose dangerously as did fatty accumulations in his liver, and he experienced mood swings, depression, heart palpitations and sexual dysfunction.

In response to this documentary, McDonald is aiming to design new communication campaign that change the eating behaviors of a large number of people including potential health oriented customers and frequent junk food users. McDonald's communication new campaign is called ‘Happy exercise and love touch health’ project is partnership with World Health Organization, nutritionist, local communities, fitness centers and various media channels.

Apply **FIVE (5)** promotional elements that can be used by McDonald to support its new marketing campaign.

(25 marks)

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- END OF QUESTIONS -