



UNIVERSITI TUN HUSSEIN ONN MALAYSIA

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

COURSE NAME : PRINCIPLES OF MARKETING
COURSE CODE : BPA 10502
PROGRAMME CODE : BPC
EXAMINATION DATE : JUNE / JULY 2018
DURATION : 2 HOURS
INSTRUCTION : ANSWERS ALL QUESTIONS



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

- Q1**
- (a) Define ‘competitive pricing’ with an example. (4 marks)
 - (b) Discuss **TWO (2)** advantages of skimming pricing strategy. (6 marks)
 - (c) Describe **TWO (2)** psychological pricing policies with appropriate examples (8 marks)
 - (d) Illustrate the cost-oriented pricing procedures as below:
 - (i) Full cost pricing. (6 marks)
 - (ii) Incremental cost pricing. (6 marks)
- Q2**
- (a) List **FOUR (4)** objectives of promotions. (4 marks)
 - (b) Define the sales channel terms as below:
 - (i) Over-the-counter selling. (2 marks)
 - (ii) Field selling. (2 marks)
 - (iii) Telemarketing. (2 marks)
 - (iv) Inside selling. (2 marks)
 - (c) Discuss with an example:
 - (i) Product placement. (6 marks)
 - (ii) Advertising. (6 marks)

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(d) Demonstrate with examples the direct marketing communication channels as below :

(i) Direct Marketing via Broadcast Channels. (8 marks)

(ii) Direct Mail. (8 marks)

Q3 (a) (i) Define 'dual distribution'. (2 marks)

(ii) Give **TWO (2)** purposes for marketers to adopt the dual distribution strategy. (2 marks)

(b) Explain 'exclusive distribution' with an example. (6 marks)

(c) Describe the concepts below:

(i) Retail convergence. (4 marks)

(ii) Scrambled merchandise. (4 marks)

(d) Differentiate the types of services performed by the limited function merchant wholesaler as stated below:

(i) Drop shipper. (6 marks)

(ii) Mail order wholesaler. (6 marks)

- END OF QUESTIONS -

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