



**UTHM**

Universiti Tun Hussein Onn Malaysia

**UNIVERSITI TUN HUSSEIN ONN MALAYSIA**

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

COURSE NAME : PRINCIPLES OF MARKETING  
COURSE CODE : BPA 11603  
PROGRAMME CODE : BPB / BPP  
EXAMINATION DATE : JUNE / JULY 2018  
DURATION : 3 HOURS  
INSTRUCTION : ANSWER ALL QUESTIONS

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

**TERBUKA**

- Q1** (a) Define the following terms:
- (i) Price (3 marks)
  - (ii) Product line pricing (3 marks)
  - (iii) Total cost (3 marks)
- (b) Identify the importance of demand curve in the context of pricing decision. (16 marks)
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- Q2** (a) Define **FOUR (4)** types of store retailers with an example for each. (8 marks)
- (b) Differentiate **THREE (3)** types of off-price retailers. (9 marks)
- (c) Discuss the marketing decisions faced by wholesalers. (8 marks)
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- Q3** (a) Define the **FIVE (5)** promotion mix tools. (10 marks)
- (b) Explain the concept of integrated marketing communications (IMC). (5 marks)
- (c) Discuss the concepts of advertainment and branded entertainment. (5 marks)
- (d) Identify the significance of public relations as a promotion tool. (5 marks)

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FAKULTI PENGIRUSAN TEKNOLOGI DAN PERNIAGAAN  
JABATAN PENGIRUSAN PENGELOUPAAN DAN OPERASI  
PENSYARAH  
DR. SUZAIMI MASJUDI

**Q4 (a)** Describe the major advantage of the following forms of digital and social media marketing:

- i) web sites
- ii) e-mail
- iii) blogs
- iv) social media
- v) mobile ads.

(10 marks)

**(b)** Identify the major advantage of the following traditional forms of direct marketing:

- i) telephone
- ii) direct mail
- iii) catalogue
- iv) direct-response television
- v) kiosk

(10 marks)

**(c)** Identify the characteristics of a successful Web site.

(5 marks)

**TERBUKA**

**- END OF QUESTIONS -**

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