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Universiti Tun Hussein Onn Malaysia

**UNIVERSITI TUN HUSSEIN ONN MALAYSIA**

**FINAL EXAMINATION  
SEMESTER II  
SESSION 2018/2019**

COURSE NAME : PRINCIPLES OF MARKETING  
COURSE CODE : BPA 10502  
PROGRAMME CODE : BPC  
EXAMINATION DATE : JUNE/JULY 2019  
DURATION : 2 HOURS  
INSTRUCTION : ANSWERS ALL QUESTIONS

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

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**TERBUKA**

- Q1** The words promotion and advertising are often used interchangeably, but they carry different meaning.
- (a) State **THREE (3)** promotion objectives. (3 marks)
  - (b) Identify **TWO (2)** advantages and disadvantages of the followings:
    - (i) Advertising. (4 marks)
    - (ii) Sales Promotion. (4 marks)
- Q2** Business to business (B2B) markets have their own patterns of behavior and decision-making dynamics that are important to understand for two major reasons. First, when you are a member of an organization, it's helpful to appreciate how and why organization buying decisions are different from the decisions you make as an individual consumer. Second, many marketing roles focus on B2B rather than business to customer (B2C) marketing, or they may be a combination of the two. If you have opportunities to work in B2B marketing, you need to recognize how the decision-making process differs in order to create effective marketing for B2B customers and target segments.
- (a) Illustrate the stages in B2B buying process with appropriate diagramme. (8 marks)
  - (b) Apply the stages in B2B buying process with relevant example. (24 marks)
- Q3** Classifying products into meaningful categories helps marketers decide which strategies and methods will help promote a business's product or service.
- (a) State **FIVE (5)** types of brands. (5 marks)
  - (b) Explain **FIVE (5)** types of business products with appropriate example. (20 marks)

- Q4** Good pricing strategy helps to determine the price point at which businesses can maximize profits on sales of their products or services. When setting prices, a business owner needs to consider a wide range of factors including production and distribution costs, competitor offerings, positioning strategies and the business' target customer base.
- (a) Distinguish between product line pricing, basing point and zone pricing with relevant example. (12 marks)
- (b) Outline **FOUR (4)** transportation roles in improving physical distribution. (20 marks)

- END OF QUESTIONS -