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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 11603  
PROGRAMME CODE : BPB / BPP  
EXAMINATION DATE : JUNE / JULY 2019  
DURATION : 3 HOURS  
INSTRUCTION : ANSWER ALL QUESTIONS

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

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**TERBUKA**

- Q1** (a) Explain the following services marketing terms with an example.
- (i) Internal Marketing (5 marks)
  - (ii) Interactive Marketing (5 marks)
- (b) Describe **FIVE (5)** phases of product life-cycle strategies. (10 marks)
- Q2** Price is the sum of all the values that customers give up to gain the benefits of having or using a product or service. It is also one of the most flexible marketing mix elements; prices can be changed quickly. Smart managers treat pricing as a key strategic tool for creating customer value and building customer relationships.
- (a) Discuss **TWO (2)** major considerations in setting price. (10 marks)
- (b) Explain the following new pricing strategies with an example.
- (i) Market-Skimming Pricing (5 marks)
  - (ii) Market-Penetration Pricing (5 marks)
- Q3** Distribution channels are more than simple collections of firms tied together by various flows. They are complex behavioral systems in which people and companies interact to accomplish individual, company and channel goals.
- (a) Explain the concepts of Vertical Marketing System and Horizontal Marketing System. (10 marks)
- (b) Differentiate between specialty stores and convenience stores with example for each. (10 marks)

**Q4** The digital age has brought about remarkable changes in the ways companies and customers communicate with each other. There are a host of new information and communication tools—from smartphones and tablets to satellite and cable television systems to the many faces of the Internet like brand web sites, e-mail, blogs, social media and online communities, the mobile Web, and so much more.

(a) Discuss the concept of Integrated Marketing Communications (IMC).  
(10 marks)

(b) Describe the following advertising objectives with an example.

(i) Informative advertising  
(5 marks)

(ii) Persuasive advertising  
(5 marks)

**Q5** Direct and digital marketing involve engaging directly with carefully targeted individual consumers and customer communities to both obtain an immediate response and build lasting customer relationships.

(a) Describe **FIVE (5)** advantages of social media marketing.  
(10 marks)

(b) Analyze **TWO (2)** appropriate ways for Universiti Tun Hussein Onn Malaysia (UTHM) to provide a sense of brand engagement and community through digital marketing; online, mobile and social media.  
(10 marks)

- END OF QUESTIONS -