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UNIVERSITI TUN HUSSEIN ONN MALAYSIA

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

COURSE NAME : PRINCIPLES OF MARKETING
COURSE CODE : BPA 11603
PROGRAMME CODE : BPA
EXAMINATION DATE : DECEMBER 2018/JANUARY 2019
DURATION : 3 HOURS
INSTRUCTION : ANSWERS ALL QUESTION

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

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Q1 Companies use a number of pricing strategies for new products. For example, cost-plus method or markup pricing added certain percentage to the overall production and advertising costs.

- (a) Define price. (2 marks)
- (b) Differentiate between market skimming pricing and market penetration pricing with example. (8 marks)
- (c) Apply **FIVE (5)** product mix pricing strategies with appropriate examples (20 marks)

Q2 Based on Malaysia Digital Economy Corporation (MDEC) annual report, Malaysian E-Commerce is projected to continue growing at the rate of 11% per year for the next 5 years.

- (a) State **FOUR (4)** issues arising from direct and digital marketing. (4 marks)
- (b) Explain **FOUR (4)** advantages of direct and digital online marketing to buyers and sellers. (12 marks)

Q3 Promotion is the aspect of marketing that involves delivery of company, brand or product messages to target customers. Several tools are used by companies to aid the delivery of both paid and unpaid promotional methods. Each tool contributes a different way to reach customers and achieve communication objectives.

- (a) List **SIX (6)** types of execution styles that can be used for advertisements. (6 marks)
- (b) Prepare **FOUR (4)** promotional tools to be utilized for 'Putrajaya Nite Marathon 2019', if you are a marketer in Putrajaya Corporation. (20 marks)

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Q4 Retail research firm Retail Group Malaysia (RGM) has revised its 2018 retail sales growth rate forecast for Malaysia's retail industry for the second time this year – lower to 4.1% this time around from its 5.3% estimate released in June, based on its latest quarterly adjustments. Despite the zero-rated Goods & Services Tax (GST), Hari Raya Aidilfitri celebrations, school holidays, World Cup and Father's Day that took place in June, Malaysian consumers did not go all out to spend on all kinds of retails goods, mainly because they did not have extra income to do so.

(a) Describe **FOUR (4)** major store retailer types.

(8 marks)

(b) Explain **FOUR (4)** trends impacting the future of retailing with appropriate example.
(20 marks)

- END OF QUESTIONS -

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