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UNIVERSITI TUN HUSSEIN ONN MALAYSIA
FINAL EXAMINATION
SEMESTER II
SESSION 2011/2012

COURSE NAME : **PRINCIPLES OF MARKETING**
COURSE CODE : **BPA 11603**
PROGRAMME : **1 BPB**
EXAMINATION DATE : **JUNE 2012**
DURATION : **2 HOURS 30 MINUTES**
INSTRUCTION : **ANSWER ALL QUESTIONS**

THIS QUESTION PAPER CONSISTS OF THREE (3) PAGES

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- Q1** Marketer recognize that consumer buy products for a variety of reasons and distinguish between various levels of a product. If, a product given is an automobile called Ford Fiesta:-
- (a) State the core benefit of Ford Fiesta. (2 marks)
 - (b) Explain briefly the actual product of Ford Fiesta. (4 marks)
 - (c) Explain briefly the augmented product of Ford Fiesta. (4 marks)
 - (d) Explain the steps in the new-product development process with illustration. (15 marks)
- Q2**
- (a) Differentiate between convenience store and supermarket with example. (5 marks)
 - (b) Differentiate between specialty store and departmental store with example. (5 marks)
 - (c) Describe **FIVE (5)** consumer promotion tools with example. (15 marks)
- Q3** Prices are dynamic and constantly changing but they are a clear reflection of marketplace value in a free market system.
- (a) Explain briefly price elasticity of demand. (3 marks)
 - (b) Differentiate between fixed costs and variable costs with appropriate example. (5 marks)
 - (c) Explain the **FOUR (4)** types of markets recognized by economists. (12 marks)

- Q4** (a) A consumer purchases a flat iron to straighten her hair for RM 150 from a salon at which she gets her hair cut. If the salon's markup is 40 percent and the wholesaler's markup is 15 percent.

Calculate the manufacturer's price before selling the product to the wholesaler?
(4 marks)

- (b) The unit variable costs for each flat iron are RM40 and the manufacturer has fixed costs totaling RM 200,000.

Calculate the number of flat irons must this manufacturer sell to breakeven.
(3 marks)

- (c) Calculate the number of flat irons must it sell to realize a profit of RM 800,000.
(3 marks)

- Q5** The film *Casino Royale* (2006) and *Transformer* (2007) were an example of '*advertainment*'.

- (a) State **TWO (2)** advantages in choosing the major media type illustrated above.
(4 marks)

- (b) List the **SIX (6)** forms of online advertising.
(6 marks)

- (c) Explain briefly with appropriate example the **FOUR(4)** important decisions when developing an advertisement campaign.
(10 marks)

END OF QUESTION PAPER