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Universiti Tun Hussein Onn Malaysia

UNIVERSITI TUN HUSSEIN ONN MALAYSIA

**FINAL EXAMINATION
(TAKE HOME)
SEMESTER II
SESSION 2019/2020**

COURSE NAME : PRINCIPLES OF MARKETING
COURSE CODE : BPA 11603
PROGRAMME CODE : BPB / BPP
EXAMINATION DATE : JULY 2020
DURATION : 24 HOURS
INSTRUCTION : ANSWER ALL QUESTIONS
OPEN BOOK EXAMINATION

THIS QUESTION PAPER CONSISTS OF **TWO (2)** PAGES

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TERBUKA

- Q1** The success of individual channel members depends on the overall channel's success, which means all channel firms should work together smoothly. However, individual channel members rarely take such a broad view. Cooperating to achieve overall channel goals sometimes means giving up individual company goals. Although channel members depend on one another, they often act alone in their own short-run best interests. They often disagree on who should do what and for what rewards. Such disagreements over goals, roles, and rewards generate channel conflict.

McDonald's has recently faced growing conflict with its corps of almost 3,000 independent franchisees. In a recent company Webcast, based on rising customer complaints that service is not fast or friendly enough, McDonald's has informed its franchisees that their cashiers need to smile more. At the same time, it seems, the franchisees were not very happy with McDonald's, either because of a recent slowdown in systemwide sales that has both sides on edge. The most basic conflicts are financial. McDonald's makes its money from franchisee royalties based on total system sales. In contrast, franchisees make money on margins - what is left over after their costs.

- (a) Describe the type of channel conflict experienced by McDonald's. (5 marks)
- (b) Explain **FIVE (5)** functions that need to be performed by the marketing channel members. (10 marks)
- (c) Examine **FOUR (4)** ways of marketing channels that should be conducted by McDonald's for maximum effectiveness. (10 marks)

- Q2** No one ever thought that the year 2020 is going to hit us with a virus pandemic. Everyone is going through a crisis and both public and private sectors are trying their best to find a solution for COVID-19 infections. To be honest, this whole pandemic virus brings a lot of hard times for everyone. As we know, most of the business in Malaysia and all other countries are getting affected. Hence, online business would work the most right now since the Malaysians are having movement restrictions. Therefore, to adapt to the market situation at hand, most businesses are taking this opportunity to reach into digital marketing as an alternative source of revenue.

- (a) Describe **FOUR (4)** benefits of digital marketing for Malaysian buyers particularly during the Movement Control Order (MCO). (10 marks)
- (b) Discuss **THREE (3)** appropriate ways for Universiti Tun Hussein Onn Malaysia (UTHM) to provide a sense of brand engagement and community through digital marketing during the time of crisis. (15 marks)

- END OF QUESTIONS -