



UTHM
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 10502
PROGRAMME : BPC
EXAMINATION DATE : JULY 2020
DURATION : 24 HOURS
INSTRUCTION : ANSWER ALL QUESTIONS
OPEN BOOK EXAMINATION

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

- Q1** (a) Sales promotion includes marketing activities other than personal selling, advertising, and publicity designed to enhance consumer purchasing and dealer effectiveness. These promotions attract consumer attention in the midst of advertising clutter.

Discuss how consumer-oriented sales promotion strategies being practiced in Malaysia.

(16 marks)

- (b) Out-of-home (OOH) media has undoubtedly taken a hit during the COVID 19 pandemic, as more consumers are either working from home or remaining at home to practice social distancing. According to a recent global advertising market update by IPG Mediabrands' Magna, OOH media owners might suffer the most in the first half of 2020, as both supply and demand will be hurt for weeks.

In Malaysia, specifically, Prime Minister Muhyiddin Yassin recently extended the Movement Control Order (MCO) to 14 April. In a recent study, GroupM Malaysia found that some of the key consumer behaviour shifts during the COVID-19 pandemic in the past three months included drop in travel to shopping malls, eating in, as well as online shopping and streaming. With the MCO extension and this current change in consumer behaviour, it is safe to say that OOH media will continue to remain impacted in Malaysia.

(Source: Advertising And Marketing Malaysia, 31 March 2020)

Analyze **TWO (2)** direct marketing strategies that could divert consumer spending for OOH.

(10 marks)

- Q2** Most retailing operation fit in different categories.

- (a) Differentiate between various classifications by shopping effort among retailers.
(9 marks)

- (b) Classify the different product lines based retailers that are available in Malaysia.
(15 marks)

- END OF QUESTIONS -