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UNIVERSITI TUN HUSSEIN ONN MALAYSIA

**FINAL EXAMINATION
SEMESTER II
SESSION 2022/2023**

- COURSE NAME : PRINCIPLES OF MARKETING
- COURSE CODE : BPA 10502
- PROGRAMME CODE : BPC
- EXAMINATION DATE : JULY/AUGUST 2023
- DURATION : 2 HOURS
- INSTRUCTION : 1. ANSWER **ALL** QUESTIONS.
2. THIS FINAL EXAMINATION IS CONDUCTED VIA **CLOSED BOOK**.
3. STUDENTS ARE **PROHIBITED** TO CONSULT THEIR OWN MATERIAL OR ANY EXTERNAL RESOURCES DURING THE EXAMINATION CONDUCTED VIA CLOSED BOOK.

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

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TERBUKA

- Q1** Nexon Corporation produces furniture such as tables, chairs, beds, desks, dressers, and cupboards under the brand name NXN. Nexon attempts to target newlyweds and first-time homebuyers with this brand. Considering that most young households have limited financial resources, Nexon attempts to engage in target costing. "In doing this," says Leonardo, founder of Nexon Corporation, "we have better control over keeping price right in line with customers."
- (a) Explain **FIVE (5)** product mix pricing strategies that Nexon Corporation can apply. (10 marks)
- (b) Discuss **FIVE (5)** price adjustment strategies available for the Nexon Corporation in order to change the price of the products offered. (10 marks)
- Q2** Marketing channels represent a significant portion of the world's business. Nearly every product and service goes through multiple marketing channels before a consumer can actually purchase it. Marketing channel members buy large quantities from many producers and break them down into smaller quantities and broader assortments desired by consumers.
- (a) Discuss **EIGHT (8)** ways channel members add value to the business. (16 marks)
- (b) Determine **THREE (3)** strategies companies can apply to determine the number of channel members to use at each level with relevant example for each. (9 marks)
- Q3** A company's marketing communications mix consists of advertising, public relations, personal selling, sales promotion, and direct and digital marketing tools used to engage consumers, communicate customer value, and persuasively build customer relationships.
- (a) Define **FIVE (5)** promotion mix tools for communicating with customers. (10 marks)
- (b) Explain **FIVE (5)** public relations tools companies can use to communicate with the public by providing example for each. (15 marks)

Q4 Direct and digital marketing are the fastest-growing form of marketing. As direct marketing continues to shift toward digital, digital direct marketing is claiming a surging share of marketing spending and sales. In recent years, this new direct marketing form has burst onto the marketing scene. The widespread use of the internet and digital technologies has had a dramatic impact on both buyers and the marketers who serve them.

(a) Compare **THREE (3)** forms of new direct marketing and traditional direct marketing with examples for each.

(18 marks)

(b) Explain **THREE (3)** benefits of direct and digital marketing to:

(i) Buyers.

(6 marks)

(ii) Sellers.

(6 marks)

- END OF QUESTIONS -