



**UNIVERSITI TUN HUSSEIN ONN
MALAYSIA**

**FINAL EXAMINATION
SEMESTER II
SESSION 2009/2010**

SUBJECT NAME : PRINCIPLE OF MARKETING
SUBJECT CODE : BPA 1052
COURSE : 1 BPC
EXAMINATION DATE : APRIL / MAY 2010
DURATION : 2 HOURS
INSTRUCTION : PART A
ANSWER **ALL** QUESTIONS

PART B
ANSWER **TWO (2)** QUESTIONS
ONLY OUT OF FOUR (4)
QUESTIONS

THIS QUESTION PAPER CONSISTS OF 4 PAGES

PART A (80 marks)

- Q1 (a) Define the term product. (4 marks)
- (b) Describe **FOUR (4)** choices a company has when developing brands. (8 marks)
- (c) Explain **FOUR (4)** key characteristics of services. (8 marks)
- Q2 (a) List **THREE (3)** major sources of external new product ideas. (6 marks)
- (b) Differentiate among a product idea, a product concept, and a product image. (6 marks)
- (c) Define commercialization. (2 marks)
- (d) Explain **TWO (2)** important issues a company must decide during commercialization stage. (6 marks)
- Q3 (a) Companies bringing out a new product can choose between two broad strategies: market-skimming pricing and market-penetration pricing. Differentiate the two strategies. (8 marks)
- (b) Define product line pricing. (2 marks)
- (c) Explain **FOUR (4)** factors involved in setting international pricing. (12 marks)

- Q4 (a) State **EIGHT (8)** key functions that members of the marketing channel perform. (8 marks)
- (b) Describe the differences between discount stores and off-price retailers. (6 marks)
- (c) Describe **THREE (3)** characteristics of advertising appeals. (6 marks)

PART B: ESSAY (20 marks)

- Q5 Discuss why more companies are using team selling by highlighting its pros and cons.
(10 marks)
- Q6 Discuss how companies are taking advantage of interactive technologies to tap consumers for message ideas and actual advertisements by highlighting the benefits and disadvantages of consumer-generated advertising.
(10 marks)
- Q7 Three types of shopping centers are regional shopping centers, community shopping centers, and neighborhood shopping centers/strip malls.
Describe their differences.
(10 marks)
- Q8 Describe steps in the new-product development process.
(10 marks)

END OF QUESTION PAPER