



**UNIVERSITI TUN HUSSEIN ONN  
MALAYSIA**

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

SUBJECT NAME : PRINCIPLES OF MARKETING  
SUBJECT CODE : BPA1053  
COURSE : 1 BPA / 1 BPB  
EXAMINATION DATE : APRIL / MAY 2010  
DURATION : 2 HOURS 30 MINUTES  
INSTRUCTION : ANSWER **FOUR (4)**  
QUESTIONS ONLY OUT OF  
SIX (6) QUESTIONS

THIS QUESTION PAPER CONSISTS OF 3 PAGES

- Q1 A product is anything that can be offered to a market for attention, acquisition, use or consumption that might satisfy a want or need. Many factors are addressed, as product is the first and most basic marketing consideration.
- (a) State **FIVE (5)** roles of packaging. (5 marks)
- (b) Explain the concept, product class and form a five stages of product life cycle, using an appropriate diagram. (20 marks)
- Q2 Price can be defined as the sum of all the values that customers give up in order to gain the benefits of having or using a product or service.
- (a) State **FIVE (5)** price adjustment strategies. (5 marks)
- (b) (i) Discuss the differences between value-based pricing and cost-based pricing (8 marks)
- (ii) Discuss the methods of implementing value-based pricing and cost-based pricing, using appropriate diagram. (12 marks)
- Q3 (a) Explain briefly the **FIVE (5)** key roles that members of the marketing channel perform. (10 marks)
- (c) Discuss intensive, selective, and exclusive distribution with appropriate example of a product or brand that is distributes at each category respectively. (15 marks)
- Q4 Retailing and wholesaling are two very important concepts in the value delivery network.
- (a) Describe retailing and wholesaling. (5 marks)
- (b) Differentiate between specialty stores, department stores, supermarkets, convenience stores, superstores, and category killers with appropriate example of each. (20 marks)

- Q5 (a) Discuss on the concept and effectiveness between pull and push promotion strategies. (15 marks)
- (b) Explain the **FIVE (5)** major promotion mix tools. (10 marks)
- Q6 In a typical sales force, the top 30 percent of the sales people might bring in 60 percent of the sales.
- (a) Explain the criteria you would recognize as the best traits for your potential salespeople, if you are the Senior Manager of Sales Department. (10 marks)
- (b) Discuss the major steps in personal selling process. (15 marks)

**END OF QUESTION PAPER**