

UNIVERSITI POLY-TECH MALAYSIA**FINAL EXAMINATION**

**BACHELOR OF BUSINESS ADMINISTRATION (HONOURS)
BACHELOR OF CORPORATE ADMINISTRATION (HONOURS)
BACHELOR OF BUSINESS ADMINISTRATION (HONOURS)
HUMAN RESOURCE MANAGEMENT
BACHELOR OF INFORMATION TECHNOLOGY (HONOURS) IN
BUSINESS COMPUTING**

COURSE : PRINCIPLES OF MARKETING

COURSE CODE : MKT2123/MKT2013/ MKT201

DURATION : 3 HOURS

INSTRUCTIONS TO CANDIDATES:

1. This question paper consists of **FOUR (4)** questions.
2. Answer **ALL** questions in the Answer Booklet provided. Start each answer on a new page.
3. Please check to make sure that this examination pack consists of :
 - i. The Question Paper
 - ii. An Answer Booklet
4. Do not bring any material into the examination hall.
5. Please write your answer using permanent ink.

MYKAD/

PASSPORT NO : _____

ID. NO. : _____

LECTURER : _____

SECTION : _____

DO NOT OPEN THIS QUESTION PAPER UNTIL YOU ARE TOLD TO DO SO

This question paper consists of 3 printed pages including the front page

Answer ALL questions.

Question 1

- a) Branding is crucial for products and services sold in consumer markets. It becomes a tool to maintain the consistency in terms of quality, value and trust that consumer finds in the company. It's also important that helps to bring the competitive positioning to life and works to position as certain value in the mind of new prospects and customers. As a marketing manager, discuss **THREE (3)** choices that a company has to develop brands. Provide example.

(9 marks)

- b) In today's competitive market, the ability to offer products that meet customers' needs and expectations has never been more important. Customer requirements and behaviours, technology, and competition are changing rapidly, and businesses cannot rely on existing products to stay ahead of the market. They need to innovate, and that means to developing and successfully launching new products. Briefly explain **EIGHT (8)** stages New Product Development (NPD) process can help businesses gain clarity and confidence in what they are building.

(16 marks)

(Total : 25 marks)

Question 2

- a) Companies bringing out a new product face the challenge of setting prices for the first time. Discuss the **TWO (2)** major strategies for pricing new products. Provide example.

(10 marks)

- b) Companies need to adjust their basic prices to account for differences in customers, market developments, and specific situations. Discuss **FIVE (5)** types of price adjustment strategies in marketing.

(15 marks)

(Total : 25 marks)

Question 3

- a) In the process of the constant supply of products in the market, several channel partners and intermediaries join the supply chain of the brand. Any clash and disturbance among these trading partners can be considered a channel conflict. Explain the meaning of channel conflict and discuss **THREE (3)** types of channel conflicts.
- b) One traditional framework that has been used to express the channel mechanism is the concept of flow. These flows reflect the many linkages that tie channel members and other agencies together in the distribution of goods and services. From the perspective of the channel manager, describe **FIVE (5)** important flows in marketing channels.

(10 marks)

(15 marks)

(Total : 25 marks)

Question 4

- a) Social media marketing is an excellent way for businesses of all sizes to reach prospects and customers. People discover, learn about, follow, and shop from brands on social media through the platforms like Facebook, Instagram, and LinkedIn. Discuss **THREE (3)** advantages and **TWO (2)** disadvantages of social media marketing.
- b) Sales promotion is a short-term incentive to encourage the purchase or sale of a product or service. As a sales manager, briefly explain **FIVE (5)** the consumer promotion tools that are commonly used by marketers to increase the sales of their product. Provide an example.

(10 marks)

(15 marks)

(Total : 25 marks)

(TOTAL: 100 MARKS)

END OF QUESTION PAPER

