



FINAL EXAMINATION

**BACHELOR OF BUSINESS 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 NO./ PASSPORT NO. : _____
ID. NO. : _____
LECTURER : _____
SECTION : _____

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

This question paper consists of 2 printed pages including the front page

Answer ALL questions.

1. 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 a certain value in the mind of new prospects and customers. Discuss **FOUR (4)** brand development strategies. Provide examples.
(25 marks)
2. The strategy for setting the product's price often has to be changed when the product is part of a product mix. Explain **FIVE (5)** product mix pricing strategies. Provide examples.
(25 marks)
3. Briefly explain the **FIVE (5)** significant trends and developments in retailing.
(25 marks)
4. Briefly describe of the **FIVE (5)** promotional strategies implemented by Samsung to boost sales.
(25 marks)

(TOTAL: 100 MARKS)**END OF QUESTION PAPER**

