



**UNIVERSITI KUALA LUMPUR
BUSINESS SCHOOL**

**FINAL EXAMINATION
MARCH 2024 SEMESTER**

COURSE CODE	: EIB11303
COURSE NAME	: PRINCIPLES OF MARKETING
PROGRAMME NAME	: BACHELOR OF BUSINESS ADMINISTRATION (HONS)
DATE	: 3 JULY 2024
TIME	: 2.00 PM – 5.00 PM
DURATION	: 3 HOURS

INSTRUCTIONS TO CANDIDATES

1. Please **CAREFULLY** read the instructions given in the question paper.
2. This question paper has information printed on both sides of the paper.
3. This question paper consists of **TWO (2)** sections. **Section A** and **Section B**.
4. Answer **ALL** questions from **Section A** and **Section B**.
5. Please write your answers on the answer booklet provided.
6. All questions must be answered in **English** (any other language is not allowed).
7. **This question paper must not be removed from the examination hall.**

THERE ARE THREE (3) PAGES OF QUESTIONS, INCLUDING THIS PAGE.

SECTION A: SHORT ESSAY QUESTION**INSTRUCTION: Answer ALL questions.****QUESTION 1**

Define marketing research and list **FOUR (4)** steps of marketing research.

(11 Marks)

QUESTION 2

Distinguish between the **FOUR (4)** types of markets that marketers employ to establish pricing.

(16 Marks)

QUESTION 3

The American Marketing Association, a global organisation of marketing executives and academics, created a code of ethics that urges marketers to embrace the subsequent ethical norms. Explain that **THREE (3)** norms.

(9 Marks)

QUESTION 4

a) How can retailers implement "green retailing" practices? Name **THREE (3)** ways.

(9 Marks)

b) Identify any **FIVE (5)** channel functions performed by wholesalers.

(5 Marks)

SECTION B: LONG ESSAY QUESTION**INSTRUCTION: Answer ALL questions.****QUESTION 1**

Developing strong public relations is critical for any company's success. This expression emphasizes the crucial role that public relations play in a company's marketing endeavors. Describe in detail any **FIVE (5)** distinct functions that the public relations department performs.

(25 Marks)

QUESTION 2

Brands represent the perceptions and emotions that consumers have about a product and its performance. Define "brand", and how do marketers execute the management of the company's brand? Explain that **FOUR (4)** approaches and provide relevant examples.

(25 Marks)

[Total: 100 marks]

END OF EXAMINATION PAPER