



UNIVERSITI KUALA LUMPUR BUSINESS SCHOOL

FINAL EXAMINATION OCTOBER 2024 SEMESTER

COURSE CODE	: EIB11303
COURSE NAME	: PRINCIPLES OF MARKETING
PROGRAMME NAME	: BACHELOR OF BUSINESS ADMINISTRATION (HONS)
DATE	: 5 FEBRUARY 2025
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 in **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 (Total: 50 marks)

INSTRUCTION: Answer ALL questions.

Please use the answer booklet provided.

Question 1

The sales force serves as a critical link between a company and its customers. In many cases, salespeople serve two masters, the seller and the buyer. Identify **SIX (6)** major steps in sales force management.

(6 marks)

Question 2

The characteristics of the new product affect its rate of adoption. Some products catch on almost overnight. Others take a longer time to gain acceptance. Describe **FIVE (5)** characteristics are especially important in influencing an innovation's rate of adoption.

(15 marks)

Question 3

- (a) A company has to determine the pricing strategy for its products for customers situated in various regions of the country or globally. List **FIVE (5)** geographical pricing strategies.
- (b) The seller's pricing freedom varies with different types of markets. Economists recognize four types of markets, each presenting a different pricing challenge. Identify and explain these **FOUR (4)** types of market.

(5 marks)

(12 marks)

Question 4

Choosing a brand name is hard work. Determine and describe the **FOUR (4)** sponsorship options that manufacturer have during strategies branding decision.

(12 marks)

SECTION B (Total: 50 marks)

INSTRUCTION: Answer ALL questions.

Please use the answer booklet provided.

Question 1

Daniel works as a junior marketing executive at Frontloop Corporation. Frontloop Corporation manufactures guitars and other stringed instruments. It designs a new guitar, the Loneway, customized for the folk music genre. The company plans to attract both folk artists and folk music lovers with its advertising campaigns and decides to exclusively use mass media marketing techniques to advertise the Loneway guitar. What arguments can Daniel use if he wants to convince Frontloop to adopt digital media instead of television advertising? Discuss critically **FIVE (5)** reasons to support his decision.

(25 marks)

Question 2

Some companies design a logistics system that aims to minimize costs while achieving the objective of providing maximum customer service. What does integrated logistics management mean? Describe **FOUR (4)** major logistics functions.

(25 marks)

END OF EXAMINATION PAPER