



UNIVERSITI KUALA LUMPUR
MALAYSIAN INSTITUTE OF INFORMATION TECHNOLOGY

FINAL EXAMINATION
JANUARY 2016 SEMESTER

COURSE CODE : IGB 13103
COURSE NAME : PRINCIPLES OF MARKETING
PROGRAMME NAME : BACHELOR OF BUSINESS TECHNOLOGY (HONS.) IN
COMPUTER ENTREPRENEURIAL MANAGEMENT
DATE : 27 MAY 2016
TIME : 9.00 am – 11.00 am
DURATION : 2 HOURS

INSTRUCTIONS TO CANDIDATES

1. Please **CAREFULLY** read the instructions given in the question paper.
 2. This question paper is printed on both sides of the paper.
 3. This question paper consists of **TWO SECTIONS: SECTION A and B.**
 4. Answer **ALL** questions in **SECTION A.** Answer only **ONE (1)** question from **SECTION B.**
 5. Please write your answers on the answer booklet provided.
 6. Answer **ALL** questions in English language **ONLY.**
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THERE ARE 4 PAGES OF QUESTIONS, INCLUDING THIS PAGE

SECTION A (Total: 75 marks)**INSTRUCTION: Answer ALL questions.****Please use the answer booklet given.****Question 1**

- (a) Today's marketing landscape has been dramatically changed by major trends and developments. Explain **THREE (3)** trends/developments. (15 marks)
- (b) Suggest **FIVE (5)** practical ways companies can create customer value and relationships. (10 marks)

Question 2

- (a) The marketing mix is an important aspect of marketing that helps organizations influence the demand for their products. Explain the 4P's of the marketing mix. Support your answer with suitable examples. (12 marks)
- (b) While the 4P's takes the seller's view of the market, the 4P's does not necessarily reflect customer's (buyer's) view of the market. From the buyer's viewpoint, briefly discuss the 4C's. (8 marks)
- (c) Outline **FIVE (5)** sales promotion tools companies use to promote their products. (5 marks)

Question 3

Primary data collection involves a detailed process involving the research approach, contact methods, sampling plans and research instruments.

- (a) Discuss the **FOUR (4)** research approaches which can be used during primary data collection.

(12 marks)

- (b) In the process of collecting primary data, marketing researches use the two main research instruments, which are questionnaires and mechanical devices. Explain both these research instruments.

(13 marks)

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SECTION B (Total: 25 marks)

**INSTRUCTION: Answer ONE (1) of the following questions.
Please use the answer booklet given.**

Question 1

In today's world of digital technology, it is vital that companies have online presence. Explain **FIVE (5)** ways in which companies can create an online marketing presence.

(25 marks)

OR

Question 2

(a) Define your understanding about branding. What factors should companies consider to build strong brands?

(5 marks)

(b) Discuss the brand development strategies marketers use to develop brands. Provide an example for each strategy.

(12 marks)

(c) Describe the **FOUR (4)** characteristics of services that marketers must consider when designing marketing programs.

(8 marks)

END OF EXAMINATION PAPER