



**UNIVERSITI KUALA LUMPUR
MALAYSIAN INSTITUTE OF INDUSTRIAL TECHNOLOGY**

**FINAL EXAMINATION
JANUARY 2016 SEMESTER**

SUBJECT CODE : JLB 20403
SUBJECT TITLE : PRINCIPLES OF MARKETING
LEVEL : BACHELOR
**TIME / DURATION : 9.00 AM – 12.00 PM
(3 HOURS)**
DATE : 19 MAY 2016

INSTRUCTIONS TO CANDIDATES

1. Please read the instructions given in the question paper **CAREFULLY**.
 2. This question paper is printed on both sides of the paper.
 3. This question paper consists of **ONE (1)** sections.
 4. Answer only **FOUR (4)** questions.
 5. Please write your answers on the answer booklet provided.
 6. Please answer all questions in the English language only.
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THERE ARE 2 PAGES OF QUESTIONS EXCLUDING THIS PAGE.

(Total: 100 marks)

INSTRUCTION: INSTRUCTION: Choose FOUR (4) questions only.

Please use the answer booklet provided.

Question 1

(a) Marketing is important to all organisations, irrespective of which sector they operate in. Select an organisation from either the motor or food industry and show why marketing is important to the organisation. Identify how marketing assists the following functions to perform their tasks effectively in context with the marketing concept: Finance, Production, and Distribution. Please use examples to illustrate your understanding.

(10 marks)

(b) Companies want to design customer-driven marketing strategies that will build profitable relationships with their target consumers. Analyse the different concepts of Marketing Management Orientations.

(15 marks)

Question 2

(a) What are the four main characteristics of services that make them different from marketing goods? Explain briefly and give **ONE (1)** example each.

(10 marks)

(b) Select two competing brands in a product category and identify their brand positioning level in the market- whether through attributes (lowest), benefits (middle) or beliefs and values (highest). In your opinion, which one of the two brands is the best and justify your answer with **THREE (3)** reasons.

(15 marks)

Question 3

- (a) Discuss what is the New Product pricing Strategy. Give examples. (10 marks)
- (b) Differentiate Value-Based Pricing and Cost-based Pricing (15 marks)

Question 4

- (a) Identify the elements of promotion mix and support your answers with examples. List the advantages for each promotion mix. (20 marks)
- (b) Choose which is more effective between television and on-line advertising. State your reasons. (5 marks)

Question 5

- (a) Retailing includes all the activities involved in selling goods or services directly to final consumers. Retail stores come from all shapes and sizes. Describe 5 types of major retail stores and their characteristics. (10 marks)
- (b) Differentiate between Conventional Distribution Channel and Vertical Marketing System. (10 marks)
- (c) Explain how McDonalds manage their distribution channel system? (5 marks)

END OF EXAMINATION PAPER

