



CONFIDENTIAL

UNIVERSITI KUALA LUMPUR BUSINESS SCHOOL

**FINAL EXAMINATION
JANUARY 2016 SEMESTER**

SUBJECT CODE : EIB11303
SUBJECT TITLE : PRINCIPLE OF MARKETING
LEVEL : BACHELOR
TIME / DURATION : 2.00 PM - 5.00 PM / 3 HOURS
DATE : 28th MAY 2016

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 **ONE (1)** section **ONLY**.
4. **Answer FIVE (5) Questions ONLY**.
5. Please write your answers on the answer booklet provided.
6. Answer all questions in **English language ONLY**.

This question paper must not be removed from the examination hall.

THERE ARE 2 PAGES OF QUESTIONS, EXCLUDING THIS PAGE.

Total: **100** marks

INSTRUCTION: Answer FIVE (5) questions ONLY.

Please use the **answer booklet** provided.

Question 1

Explain the 5 marketing orientations.

(20 marks)

Question 2

Who are the FIVE (5) major players in a company's microenvironment? Explain the role each major actor plays.

(20 marks)

Question 3

Briefly describe the characteristics of business markets.

(20 marks)

Question 4

Define product and the three levels of product.

(20 marks)

Question 5

Describe the key functions performed by marketing channel members.

(20 marks)

Question 6

Why do businesses segment their markets?

(5 marks)

Explain the four major segmenting variables for consumer markets.

(15 marks)

(20 marks)

Question 7

Ibrahim is a marketing communications coordinator for a major electronics manufacturer. He is assigned with charting out a communications strategy for a new range of mobile phones developed by his company. With the help of a diagram (product life cycle) how will Ibrahim's communications strategy look like over the course of the mobile phones' life cycle?

(20 marks)

Question 8

A company's total marketing communications mix—also called its promotion mix—consists of the specific blend of five different parts. Name and define these parts.

(20 marks)

END OF EXAMINATION PAPER

