



UNIVERSITI KUALA LUMPUR  
KAMPUS CAWANGAN MALAYSIAN SPANISH INSTITUTE

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FINAL EXAMINATION  
OCTOBER 2025 SEMESTER

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COURSE CODE : SIB12303 (V2)  
COURSE TITLE : PRINCIPLE OF MARKETING  
PROGRAMME NAME : BACHELOR OF BUSINESS TECHNOLOGY (HONOURS) IN  
AUTOMOTIVE MANAGEMENT  
DATE : 30 JANUARY 2026  
TIME : 9:00AM - 12:00PM  
DURATION : 3 HOURS

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INSTRUCTIONS TO CANDIDATES

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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 consist of TWO sections.
4. Answer ALL questions for Section A.
5. Section B consist of four questions. Answer THREE (3) questions only.
6. Please write your answer on the answer booklet provided.
7. Please answer all questions in English only.
8. Please answer MCQ/EMQ questions using OMR sheet.  *Tick if applicable*
9. Refer to the attached Formula/ Appendices.  *Tick if applicable*



**SECTION A (Total: 40 marks)**

Answer ALL questions.

Please use the answer booklet provided.

**Question 1**

Services are a special form of product which consists of activities, benefits or satisfactions offered for sale. Identify what are four characteristics of services.

(10 marks)

**Question 2**

Building a strong brand is essential for any business looking to establish a solid reputation and stand out from the competition. Recognize what are the key steps in building a strong brand?

(10 marks)

**Question 3**

The four Ps of marketing is a marketing concept that summarizes the four key factors of any marketing strategy. Discuss and illustrate a brief explanation of each element.

(10 marks)

**Question 4**

Consumer buying process refers to the stages a customer experiences throughout their customer journey from recognizing a need to the final post-purchase stage. Explain the five stages of the buyer decision process and illustrate each stage using an example of a consumer buying a smartphone.

(10 marks)

**SECTION B (Total: 60 marks)**

Answer THREE (3) questions only.

Please use the answer booklet provided.

**Question 1**

When choosing how to send a message to the consumer, it is important to understand how the communication process works. Understanding how communication flows helps the marketer to create better messaging, better media, and a response system that facilitates the communication objective..Demonstrate what are the communication process model in marketing.

(20 marks)

**Question 2**

The integrated marketing communication (IMC) approach is essential in today's marketing business landscape, where consumers interact with brands through various channels and expect a seamless experience. Examine what challenges might companies face when implementing IMC in international markets and illustrate on how they can overcome cultural barriers.

(20 marks)

**Question 3**

In today's fast-paced world, consumer preferences are constantly shifting. Businesses that can adapt to these changes quickly are more likely to thrive in competitive markets. Analyse on how should a company respond to technological changes or shifting customer preferences in the marketing environment

(20 marks)

**Question 4**

Selecting suppliers for strategic partnerships is a critical decision that can affect the business performance, innovation, and competitiveness. Strategic partnerships are long-term, collaborative, and mutually beneficial relationships with suppliers that go beyond the typical transactional or contractual arrangements. Assess what are the criteria do businesses typically use to evaluate and select suppliers and demonstrate which criteria are most important for long-term partnerships.

(20 marks)

**END OF EXAMINATION PAPER**

