



جامعة السلطان الشريف علي الإسلامية
UNIVERSITI ISLAM SULTAN SHARIF ALI
SULTAN SHARIF ALI ISLAMIC UNIVERSITY

Faculty of Islamic Economics and Finance Semester I, 2020/2021 Academic Session

Final Examination Question Paper

Course Code : BF 3316

Course Name : Principles of Marketing

**Course Level : Bachelor of Science in Islamic Finance &
Bachelor of Business Management**

Time : 3 hours

Notes:

1. This examination is divided into two (2) sections and carries a total of 60 marks.
2. Write ALL of your answers in the Answer Booklet provided.
3. Section A consists of **COMPULSORY** Case Study Questions which carries 30 marks.
4. Section B consists of Short Answer Questions which carries 30 marks.
Answer **THREE** questions only.



Section A (Mini Case Study)

Answer **ALL** questions in this section.

1. Ummi saw an opportunity in Indonesia's large population of Muslim women. Ummi felt she did not have a lot of choice when it came to work clothes. Having talked to a friend about her idea, she decided to start up an online website offering fashion clothing and accessories. Ummi knew there were many risks – including finance. All marketing is done through social media. Being ethical is important to Ummi.

Questions:

- a. Define 'opportunity'. [2 marks]
 - b. Explain **two** ways in which changes in taste and fashion might create opportunities for Ummi's enterprise. [4 marks]
 - c. Explain **two** advantages to Ummi's enterprise of being ethical to offer Muslim women clothes. [4 marks]
2. Izzah couldn't use shop-made hand cream and lip balm. Her mother said she would have to use baby products or make her own. Izzah didn't want to use baby products, as she was eight, so she made her own. When her friends starting asking where they could buy the lip balm and other skin care products, Izzah wondered if she should start selling it. She decided to carry out some market research.

Questions:

- a. Identify and briefly explain **two** possible advantages to Izzah's enterprise of using market research. [4 marks]
- b. Izzah carried out market research to identify potential customers. Discuss the **two** most suitable methods of research that she could have been used to identify potential customers. [6 marks]

3. Hizami has a food stall at a busy market selling hot and cold drinks. He has noticed that 40 per cent of his customers visit his stall every week to buy his products. Hizami would like to be able to retain more of his customers.

Questions:

- a. Explain **two** possible reasons why retaining customers might be important to Hizami's business. [4 marks]
- b. Explain **one** advantage and **one** disadvantage for Hizami of introducing a reward card. [2 marks]
- c. Suggest **two** methods of customer retention that Hizami could use. Which method do you think Hizami should use and why? [4 marks]

Section B (Short-Answer Questions)

Answer **ANY THREE** of the following questions.

QUESTION 1 (10 Marks)

Explain how businesses evaluate the three approaches to pricing – cost-based pricing, competitive-based pricing, and value-based pricing to be used in their pricing strategy.

QUESTION 2 (10 Marks)

What are the Functions of Packaging? Discuss new trends observed in the Sphere of Consumer Goods in Brunei.

QUESTION 3 (10 Marks)

With the aid of appropriate diagram(s), identify, characterize and discuss the four stages of the product lifecycle.

QUESTION 4 (10 Marks)

What are the main benefits to firms in building strong brands? With the use of examples, describe how consumers use brands to make more effective consumption choices.

QUESTION 5 (10 Marks)

Distribution channel perform a set of critical functions as they interface with the producers and customers. Explain with examples the functions the distribution system performs and how they benefit both producers and consumers.

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