



UNIVERSITI MALAYSIA TERENGGANU

FINAL EXAMINATION

SEMESTER I 2025/2026 SESSION (BACHELOR DEGREE)

COURSE : PRINCIPLES OF MARKETING

COURSE CODE : MGM3013

DURATION : 2 HOURS

MATRIC NO. : _____

PROGRAMME : _____

SEAT NO. : _____

INSTRUCTIONS TO CANDIDATES

- i. Answer all questions.
- ii. All answer must be written in OMR form and answer booklet provided.

DO NOT OPEN THE QUESTION PAPER UNTIL INSTRUCTED

THIS QUESTION PAPER CONSISTS OF TEN (10) PRINTED PAGES

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PART B (60 MARKS)

Please answer all questions.

1. Integrated Marketing Communications (IMC) is gaining popularity among companies worldwide.
 - a) Discuss **two (2)** reasons for the growing popularity of the IMC concept. (10 marks)
 - b) Explain **two (2)** ways how consistency of messaging across IMC channels influences consumer loyalty. (10 marks)
2. Social media in has been proven as a communication to promote products and services.
 - a) Discuss **two (2)** ways how social media influence consumer purchase of fast food. (10 marks)
 - b) Analyse **two (2)** ways how influencer enhances brand awareness for new fast food menu. (10 marks)
3. Price is the most flexible P in product mix that benefits brands in several ways.
 - a) Explain **two (2)** roles of price in the evaluation of product alternatives. (10 marks)
 - b) Analyse **two (2)** ways how shopping bots help consumer in their purchasing decisions. (10 marks)

End of Question Paper