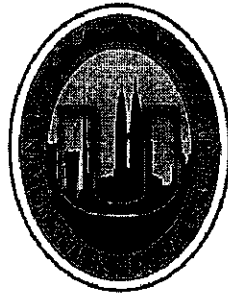


CONFIDENTIAL



UNIVERSITI KUALA LUMPUR BUSINESS SCHOOL

LIBRARY'S COPY

FINAL EXAMINATION

JANUARY 2016 SEMESTER

---

SUBJECT CODE : EIB 10803  
SUBJECT TITLE : MARKETING MANAGEMENT  
LEVEL : BACHELOR  
TIME / DURATION : 9.00 AM - 12.00 P.M / 3 HOURS  
DATE : 22nd 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) from SIX (6) questions.**
5. Please write your answers on the answer booklet provided.
6. Answer all questions in **English language** ONLY.
7. 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**

The company first decides where it wants to position its market offering. The clearer a firm's objectives, the easier it is to set price. What are the FIVE (5) major objectives for firms to set price. Discuss each of them.

(20 Marks)

**Question 2**

What are the strategies deployed to resolve channel conflict? Deliberate in detail any FIVE (5) of these strategies.

(20 Marks)

**Question 3**

Mode of transportation (for example shipping, railways, air freight) is part of the firm's logistic framework. Identify any FIVE (5) the key considerations when choosing the appropriate mode of transportation for companies. Discuss in detail each of them.

(20 Marks)

**Question 4**

One of the most widely used mode of communication are events / experiences. Advances in electronic and social media have made mode of communication even more potent with an ever increasing coverage and reaching out to large segments of the consumer. Discuss any **FIVE (5)** tools that frequently used in events / experiences. Discuss in detail each of them.

(20 Marks)

**Question 5**

What is the most recent trends in marketing practices applied by marketing manager in their organizations. Discuss in details each of them?

(20 Marks)

**Question 6**

There are **FIVE (5)** modes of entry into a foreign market that multinational corporations could consider. Discuss them in details.

(20 marks)

**END OF EXAMINATION PAPER**

