



**UNIVERSITI KUALA LUMPUR
BUSINESS SCHOOL**

**FINAL EXAMINATION
JULY 2024 SEMESTER**

COURSE CODE	: EAB10803
COURSE NAME	: MARKETING
PROGRAMME NAME	: BACHELOR IN ACCOUNTING (HONS)
DATE	: 23 SEPTEMBER 2024
TIME	: 9.00 AM – 12.00 PM
DURATION	: 3 HOURS

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 **TWO (2) Sections; Sections A and Section B.**
4. Answer **ALL** questions in **Sections A** and **Section B.**
5. Please write your answers on the answer booklet provided.
6. All questions must be answered in **English** (any other language is not allowed).
7. This question paper must not be removed from the examination hall.

THERE ARE THREE (3) PAGES OF QUESTIONS, INCLUDING THIS PAGE.

SECTION A (Total: 40 marks)**INSTRUCTION: Answer ALL Questions.****Please use the answer booklet provided.****QUESTION 1**

CHAGEE bringing out a new product face the challenge of setting prices for the first time. There are two broad strategies that CHAGEE can choose in setting price. Define those strategies.

(10 Marks)

QUESTION 2

There are three types of service marketing. Define only **TWO (2)** types of service marketing.

(10 Marks)

QUESTION 3

A consumer's behavior also is influenced by personal factors. There are several factors in personal factors that influence consumer buying behavior. Explain any **FOUR (4)** personal factors in consumer buying behavior.

(10 Marks)

QUESTION 4

Explain the methods used to set the total budget for advertising. Provide specific examples of how advertising budgets are calculated.

(10 Marks)

[Total: 40 marks]

SECTION B (Total: 60 marks)**INSTRUCTION: Answer ALL Questions.****Please use the answer booklet provided.****QUESTION 5**

Watsons, a leading health and beauty retailer in Asia, has successfully leveraged technology to enhance its customer experience, improve operational efficiency, and drive growth in the Malaysian market. By embracing digital innovation, Watsons has transformed itself from a traditional brick-and-mortar retailer into a omnichannel powerhouse. Discuss **FOUR (4)** key advantages of retail technology and how it has transformed the modern retail landscape.

(20 Marks)

QUESTION 6

Discuss **FOUR (4)** major segmentation variables for consumer markets. Provide Naelofar and Perodua as examples of how these variables can be used to target specific consumer segments.

(20 Marks)

QUESTION 7

How does inventory management impact customer satisfaction? Discuss the key factors that contribute to a positive customer experience and the negative consequences of poor inventory management. Give **TWO (2)** from positive customer experience and **TWO (2)** from the negative consequences of poor inventory management.

(20 Marks)

[Total: 60 marks]**END OF EXAMINATION PAPER**