



**UNIVERSITI KUALA LUMPUR
BUSINESS SCHOOL**

**FINAL EXAMINATION
JULY 2024 SEMESTER**

COURSE CODE	: EDB30103
COURSE NAME	: PRICING STRATEGY & TACTICS
PROGRAMME NAME	: BACHELOR OF BUSINESS ADMINISTRATION IN MARKETING (HONS)
DATE	: 23 SEPTEMBER 2024
TIME	: 2.00 PM – 5.00 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 **FOUR (4)** questions.
4. Answer **ALL** questions.
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.

(Total: 100 marks)

INSTRUCTION: Answer ALL questions.

Please use the answer booklet provided.

Question 1

You are a marketing consultant hired by a new startup company in Malaysia that is preparing to launch its first product line. The company's management is keen on ensuring that the pricing strategy is both competitive and sustainable in the long term. However, they are unsure of what knowledge is required to set the right prices. As an expert, discuss any **FIVE (5)** critical areas of pricing knowledge that marketers need to understand before setting the prices for the new product line. Provide a detailed explanation for each area and justify your discussions with relevant examples that would help the startup make informed pricing decisions.

(25 marks)

Question 2

The CEO of a Malaysian manufacturing company has noticed a decline in sales and is considering adjusting the prices of the company's products. However, the CEO is unsure about the possible reasons that could justify such a price change. As the company's Marketing Manager, suggest to the CEO any **FIVE (5)** key motives that could justify changing the existing price of the company's products. Provide clear justification for each motive, supported by relevant examples that demonstrate how each motive could potentially improve the company's market position and sales performance.

(25 marks)

Question 3

Imagine that your company, TechWave Innovations Sdn. Bhd., is planning to launch a new line of smart home devices in a highly competitive market. As the newly appointed Marketing Manager, you need to advise the CEO on pricing objectives to ensure a successful market entry. Recommend to the CEO on any **FIVE (5)** key activities that the marketing team should undertake in the selection and implementation of pricing objectives for this new product line. Justify each recommendation with relevant examples.

(25 marks)

Question 4

Your company, LuxeTech Electronics, is preparing to launch a high-end line of smartwatches with advanced features. The CEO is interested in understanding how the development of a sophisticated pricing strategy can benefit the company. He has contacted you for an urgent meeting and requested you to enlighten him on this matter. Advise the CEO in the meeting on any **FIVE (5)** key benefits of the above activity specifically for this new line of smartwatches. Justify your advice with relevant examples.

(25 marks)

END OF EXAMINATION QUESTIONS