



UNIVERSITI KUALA LUMPUR BUSINESS SCHOOL

FINAL EXAMINATION JULY 2024 SEMESTER

COURSE CODE	: EIB10803
COURSE NAME	: MARKETING MANAGEMENT
PROGRAMME NAME	: BACHELOR OF BUSINESS ADMINISTRATION (HONS)
DATE	: 21 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

Songket Air is a local airline that offers domestic flights across several cities. Known for its affordable fares, the airline is facing challenges with customer satisfaction and is looking to improve its service delivery. The management decides to address these issues by focusing on the unique characteristics of services. Define service. Justify **FOUR (4)** characteristics of service to help Songket Air management to solve the issue.

(25 marks)

Question 2

EcoHome Supplies is a company that sells eco-friendly home products such as energy-efficient light bulbs, solar panels, organic cleaning products, and sustainable furniture. To boost sales and appeal to various types of customers, the marketing team at EcoHome Supplies has decided to implement various types of discounts, each targeting different segments of their customer base. Explain **FIVE (5)** types of price discounts that EcoHome can use to increase their product sales.

(25 marks)

Question 3

Seronok Travel is a travel agency specializing in family vacations. They offer all-inclusive packages to various destinations, including beach resorts, adventure trips, and cultural tours. Seronok Travel is seeking to better understand and target families by segmenting their market based on behavioral roles in the decision-making process. To optimize their marketing, they focus on the decision roles in family vacation planning. Clarify **FIVE (5)** decision roles to help Seronok Travel segmenting their customers.

(25 marks)

Question 4

Tenang Spa is a high-end wellness center offering a range of services including massages, facials, and holistic treatments. The spa has a strong reputation but has recently faced challenges in attracting new clients. Management believes that the intangibility of their services being unable to see or touch the actual service before purchase is contributing to a lack of consumer confidence. Suggest to Tenang Spa **FIVE (5)** physical evidence to make the service intangibility more visible.

(25 marks)

END OF EXAMINATION PAPER