CONFIDENTIAL

UNIVERSITI KUALA LUMPUR
BUSINESS SCHOOL

FINAL EXAMINATION
JULY 2024 SEMESTER

COURSE CODE	:	EIB11303
COURSE NAME	:	PRINCIPLES OF MARKETING
PROGRAMME NAME	:	BACHELOR OF BUSINESS ADMINISTRATION (HONS)
DATE	:	24 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 **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: 50 marks)
INSTRUCTIONS: Answer ALL Questions.
Please use the answer booklet provided.

QUESTION 1

Consumer groups demand the inclusion of supplementary consumer rights. Identify **FOUR (4)** potential consumer rights.

(8 marks)

QUESTION 2

There are numerous methods to divide a market into segments, however not all these segmentation approaches yield good results. To ensure the effectiveness of segmentation, a company must consider five requirements. Describe those **FIVE (5)** requirements.

(15 Marks)

QUESTION 3

A shopping center is a group of retail businesses built on a site that is planned, developed, owned, and managed as a unit. Briefly explain **FIVE (5)** distinct types of shopping centers.

(15 Marks)

QUESTION 4

Determine and describe the **FOUR (4)** special service characteristics a company must consider when designing marketing programs.

(12 Marks)

SECTION B (Total: 50 marks)
INSTRUCTIONS: Answer ALL Questions
Please use the answer booklet provided.

QUESTION 1

International businesses must decide how much to adapt their marketing strategies and plans to local conditions. There are multinational corporations that employ standardized or adaptable global marketing. Discuss **FIVE (5)** strategies for adapting products and marketing communications to a global market.

(25 Marks)

QUESTION 2

Companies typically modify their base prices to accommodate different customer characteristics and evolving circumstances. Elaborate on **FIVE (5)** price adjustment methods and provide relevant examples.

(25 Marks)

[Total: 100 marks]

END OF EXAMINATION PAPER