



**UNIVERSITI KUALA LUMPUR
BUSINESS SCHOOL**

**FINAL EXAMINATION
MARCH 2024 SEMESTER**

COURSE CODE	: EIB10803
COURSE NAME	: MARKETING MANAGEMENT
PROGRAMME NAME	: BACHELOR OF BUSINESS ADMINISTRATION (HONS)
DATE	: 2 JULY 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 the marketing director of an online grocery store in Malaysia. With increasing competition, you need to develop strategies to distinguish your service offerings from those of your competitors simultaneously enhancing your customer experience. Briefly explain the **FIVE (5)** categories of offerings that you could offer to your grocery store customers.

(25 marks)

Question 2

Imagine you are a consumer who has just heard about a new smartphone model that has recently been launched. This smartphone is advertised as having cutting-edge features and superior performance compared to other models currently on the market. Explain in detail the **FIVE (5)** stages of the consumer adoption process that you would go through from first hearing about the new smartphone to your final decision to adopt it.

(25 marks)

Question 3

As the new marketing executive of a leading fashion retailer, Miss Nabila has been tasked with developing a new marketing strategy to better target her company's diverse customer base. The goal is to increase sales by tailoring the company's marketing efforts to different segments of the market more effectively. Nevertheless, she lacks of experience to perform this assignment and is worried that she will fail. As a good friend of Miss Nabila and a graduate of BBA Marketing (Honours) from Universiti Kuala Lumpur, you believe that she could use demographic segmentation as her primary strategy. You also believe that she must conduct market research to understand how demographic segmentation can help tailor her company's marketing strategies to different customer groups. You have decided to brief Miss Nabila by discussing in detail the demographic variables that she could use to segment her markets. Prepare your briefing by discussing the **FIVE (5)** ways she could segment her fashioned product market based on her target customers' demographics.

(25 marks)

Question 4

Miss Cheng is the Chief Marketing Officer of a well-established beverage company that primarily sells mid-range soft drinks. Recently, she has observed changes in consumer preferences and increasing competition in both the low-end and premium segments of the market. To respond to these market dynamics and expand her company's market reach, she is considering implementing line-stretching strategies but is unsure of the possible strategies that she could opt for. Earlier this morning, you received a call from Miss Cheng and she requested you help to brief her on this matter. As an expert in marketing management, you agreed with her and are confident that line stretching can occur in various directions, depending on her company's strategic objectives and target market segmentation. Prepare your briefing by discussing the **THREE (3)** strategic options available for her. Justify your discussion with relevant examples.

(25 marks)

END OF QUESTION PAPER