CONFIDENTIAL

UNIVERSITI KUALA LUMPUR
BUSINESS SCHOOL

FINAL EXAMINATION
MARCH 2024 SEMESTER

COURSE CODE	:	EAB10803
COURSE NAME	:	MARKETING
PROGRAMME NAME	:	BACHELOR IN ACCOUNTING (HONS)
DATE	:	1 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 **TWO (2) Sections**. **Section A** and **Section B**.
4. Answer **ALL** questions from **Section 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

Customers do not always interpret price changes in a straightforward way. Briefly discuss the reactions to prices changes from buyer perspective and competitor perspective. Provide **TWO (2)** reactions which are from buyer perspective and **TWO (2)** from competitor perspective.

(10 Marks)

QUESTION 2

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

(10 Marks)

QUESTION 3

Consumer products are products and services bought by final consumers for personal consumption. Describe the various categories of consumer products.

(10 Marks)

QUESTION 4

An advertising budget refers to the dollars and other resources allocated to a product or a company advertising program. There are four common methods used to set the total budget for advertising. Identify **FOUR (4)** method of setting advertising budgets.

(10 Marks)

[Total: 40 marks]

SECTION B (Total: 60 marks)

INSTRUCTION: Answer ALL Questions.
Please use the answer booklet provided.

QUESTION 5

Ahmad is a new business owner. He faces many difficulties to market his products. Some experts advise him to come out with new products, but some say that new products face an uphill battle, with statistics suggesting a high rate of failure. There are several reasons why a new product may fail. Explain **FIVE (5)** reasons why new products could be failed.

(20 Marks)

QUESTION 6

The growth of the Internet caused many traditional companies to use multichannel marketing in response to customer demands and a changing marketplace. Suggest one social media platform for the marketer to market their product or service locally and globally by giving **FIVE (5)** benefits of using the features provided in the social media. Give example to relate your points.

(20 Marks)

QUESTION 7

Green retailing, the practice of environmentally conscious business practices throughout the retail supply chain, is gaining momentum. However, implementing green initiatives can be complex. Discuss the **FOUR (4)** challenges associated with green retailing for both businesses and consumers. Use specific examples to illustrate your points.

(20 Marks)

[Total: 60 marks]

END OF EXAMINATION PAPER