



**UNIVERSITI KUALA LUMPUR
BUSINESS SCHOOL**

**FINAL EXAMINATION
OCTOBER 2024 SEMESTER**

COURSE CODE : EAB10803
COURSE NAME : MARKETING
PROGRAMME NAME : BACHELOR IN ACCOUNTING (HONS)
DATE : 12 FEBRUARY 2025
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 in **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, EXCLUDING THIS PAGE.

SECTION A (Total: 40 marks)**INSTRUCTION: Answer ALL Questions.****Please use the answer booklet provided.****QUESTION 1**

There are eight major steps in the new product development process and one of them is concept development and testing. Concept testing calls for testing new product concepts with groups of target consumers. There are two methods in concept testing. Define those methods in concept testing.

(10 Marks)

QUESTION 2

Several major factors are changing the face of today's marketing communications. Identify only **TWO (2)** factors and give example.

(10 Marks)

QUESTION 3

Different types of customers and products require different amounts of service. To meet these varying service needs, retailers may offer one of three service levels. Define only **TWO (2)** service levels and give example.

(10 Marks)

QUESTION 4

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

(10 Marks)

[Total: 40 marks]

SECTION B (Total: 60 marks)**INSTRUCTION: Answer ALL Questions.****Please use the answer booklet provided.****QUESTION 5**

Developing a sustainable supply chain is not only environmentally responsible but also can be profitable. Discuss the environmental, social, and economic benefits of implementing sustainable supply chain practices. Give **FIVE (5)** benefits only from environmental, social, and economic perspectives. Provide examples.

(20 Marks)

QUESTION 6

Shasha owns a charming local cafe. Business has been steady, but she wants to attract more customers during the slower weekday afternoons. Your task is to advise Shasha on how to use price adjustments to increase weekday afternoon sales. Identify at least **FIVE (5)** strategies in price adjustment.

(20 Marks)

QUESTION 7

You are the marketing manager for a company that produces handcrafted, organic skincare products. Your target audience is health-conscious consumers who value natural ingredients and ethical sourcing. What are the key criteria you would consider when selecting a brand name for this company? Define **FOUR (4)** criteria for a brand name.

(20 Marks)

[Total: 60 marks]**END OF EXAMINATION PAPER**