UNIVERSITI KUALA LUMPUR
BUSINESS SCHOOL

FINAL EXAMINATION
OCTOBER 2024 SEMESTER

COURSE CODE	:	**EIB10803**
COURSE NAME	:	**MARKETING MANAGEMENT**
PROGRAMME NAME	:	**BACHELOR OF BUSINESS ADMINISTRATION (HONS) IN MANAGEMENT AND ENTREPRENEURSHIP / MARKETING (HONS)**
DATE	:	**7 FEBRUARY 2025**
TIME	:	**9.00 PM – 12.00 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.

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(Total: 100 MARKS)

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

Question 1

A popular café chain, *Makan-Makan* notices a decline in customer satisfaction scores. Feedback indicates long waiting times during peak hours and inconsistent service quality across locations.

i) As the marketing manager, explain how would you address the decline in customer satisfaction? (5 marks)

ii) Justify **FIVE (5)** strategies you could implement to improve the service quality at *Makan-Makan.* (20 marks)

Question 2

A new hypermarket has recently opened in your area, providing a wide range of products and services. Discuss **FOUR (4)** levels of service commonly offered by store retailers.

(25 marks)

Question 3

Pricing plays a crucial role in the overall marketing strategy and can significantly impact a business's profitability, market positioning, and customer perception. Pricing strategies can vary depending on factors such as costs, competition, demand, and customer value perception. Describe **FIVE (5)** pricing methods used by businesses to determine how much to charge for their products or services.

(25 marks)

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Question 4

Market segmentation is to better tailor marketing strategies to these different groups, improving customer satisfaction, targeting efficiency, and ultimately increasing sales and profitability. Define market segment. **Explain FOUR (4)** primary bases for segmenting a market.

(25 marks)

END OF QUESTION PAPER

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