CONFIDENTIAL

UNIVERSITI KUALA LUMPUR
BUSINESS SCHOOL

FINAL EXAMINATION
OCTOBER 2024 SEMESTER

COURSE CODE	:	EEB20603
COURSE NAME	:	PRICING STRATEGIES & TACTICS
PROGRAMME NAME	:	BACHELOR OF BUSINESS ADMINISTRATION (HONS) INTERNATIONAL BUSINESS
DATE	:	10 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 **FIVE (5) Questions.**
4. Answer **FOUR (4)** questions **ONLY.**
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 TWO (2) PAGES OF QUESTIONS, EXCLUDING THIS PAGE.

(Total: 100 marks)

INSTRUCTION: Answer FOUR (4) questions ONLY.
Please use the answer booklet provided.

Question 1

Imagine you are a pricing strategist for a rapidly growing company in a highly competitive industry. The company is preparing to launch a new product, and the management team has tasked you with setting the optimal price. They emphasize that pricing knowledge is critical to ensure the success of the product in the market. Based on this scenario, discuss any **FIVE (5)** essential areas of knowledge that are crucial for a pricing strategist to possess. Support your discussion with appropriate examples.

(25 marks)

Question 2

You are a marketing strategist for an apparel company which looking to position itself as a low-cost and affordable brand. The company plans to decrease its product prices to attract price-sensitive consumers and strengthen its market position but fears losing its existing customer trust on its quality and afraid of failure to proceed with the decision. As an expert in price modification, Suggest any **FIVE (5)** possible signals of failure that the company might encounter. Justify your suggestion with relevant examples.

(25 marks)

Question 3

Your company is introducing a new line of products and needs to determine suitable pricing objectives to achieve its strategic goals. As an experienced pricing strategist, recommend any **FIVE (5)** essential rules that should guide the selection of pricing objectives. Support your recommendations with appropriate examples.

(25 marks)

Question 4

You are a marketing strategist for Perabut Indah Sdn. Bhd., a mid-tier furniture company which looking to position itself as a premium brand. The company plans to increase its product prices but fears losing its existing customer base. Discuss any **FIVE (5)** effective tactics you would recommend to raise prices without causing the above problem, consumer rejection or disloyalty. Justify your discussion with appropriate examples.

(25 marks)

Question 5

NakJualCepat.com is a leading e-commerce platform in South East Asia. The company has noticed a decline in trust and loyalty among Malaysian customers due to complaints about its pricing practices. As your best friend, the CEO of the company contacting you this morning and ask for your professional advice regarding the issue. As an expert in online retailing, you are tasked to help the CEO by discussing any **FIVE (5)** pricing issues that Malaysian consumers face which caused the above-mentioned problem. Justify your discussion with appropriate examples.

(25 marks)

END OF EXAMINATION QUESTIONS