



**UNIVERSITI KUALA LUMPUR
BUSINESS SCHOOL**

**FINAL EXAMINATION
OCTOBER 2024 SEMESTER**

COURSE CODE	: EAB11503
COURSE NAME	: PRINCIPLES OF MARKETING
PROGRAMME NAME	: BACHELOR IN ACCOUNTING (HONS)
DATE	: 8 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, INCLUDING THIS PAGE.

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

International product and services marketers face special challenges. Define only **TWO (2)** challenges.

(10 Marks)

QUESTION 2

Pricing new product can be especially challenging. Company like Mixue Ice Cream & Tea faces these challenges when they want to set price for their products. There are two broad strategies that Mixue can choose in setting price. Define those strategies.

(10 Marks)

QUESTION 3

Differentiate between exclusive distribution and selective distribution. Provide an example of each.

(10 Marks)

QUESTION 4

Discuss the methods used to set the total budget for advertising. Give examples.

(10 Marks)

[Total: 40 marks]

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

Ronaldo has decided to buy a car and the buying decision process begins. Based on the example given, discuss the process that involved in this scenario.

(20 Marks)

QUESTION 6

MR. D.I.Y. sometimes styled MR.D.I.Y. reigns as the top home improvement retailer in Malaysia. They specialize in providing do-it-yourself (DIY) home improvement products through a vast network of physical stores and a convenient online platform. Discuss **FOUR (4)** benefits of direct and digital marketing for a retailer like MR. D.I.Y.

(20 Marks)

QUESTION 7

You are the marketing manager for a newly launched company that produces high-quality, artisanal chocolates. Your target audience is discerning consumers who appreciate fine craftsmanship and unique flavors. What are the key criteria you would consider when selecting a brand name for this company and its chocolate products? Define **FOUR (4)** criteria for a brand name.

(20 Marks)

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

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