UNIVERSITI KUALA LUMPUR
BUSINESS SCHOOL

FINAL EXAMINATION
MARCH 2025 SEMESTER

COURSE CODE	:	EIB10803
COURSE NAME	:	MARKETING MANAGEMENT
PROGRAMME NAME	:	BBA (ME), BBA (M), BTPD
DATE	:	4 JULY 2025
TIME	:	9.00 AM – 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 TWO (2) PAGES OF QUESTIONS, EXCLUDING THIS PAGE.

SECTION A (Total:100 marks)

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

QUESTION 1

Bumi Muhibbah Auto, a luxury car manufacturer, has built a reputation for high-quality vehicles and excellent customer service. However, with increasing competition, the company is looking for ways to enhance customer loyalty and maximize customer lifetime value. Bumi Muhibbah Auto wants to retain its existing customers while attracting new ones by offering personalized experiences and loyalty programs.

a) Identify **FIVE (5)** key strategies Bumi Muhibbah Auto can use to build customer value, satisfaction, and loyalty.

(5 marks)

b) Discuss how Bumi Muhibbah Auto can maximize customer lifetime value (CLV) and manage customer relationships effectively. Provide relevant examples for each approach.

(20 marks)

QUESTION 2

TerraNova, a leading consumer electronics company, has achieved significant success in its domestic market and is now considering expanding internationally. The company is evaluating potential markets, entry modes, and strategies to compete in a global environment. However, TerraNova faces challenges such as cultural differences, market regulations, and competition from established local players.

a) Identify **FIVE (5)** key factors that TerraNova should consider before expanding into international markets.

(5 marks)

b) Discuss the different market entry strategies available to TerraNova. Evaluate the advantages and disadvantages of each strategy with relevant examples.

(20 marks)

QUESTION 3

MegaTech, a company specializing in eco-friendly consumer electronics, is planning to launch a new line of sustainable smart home devices. To successfully position its products in the market, the company must focus on product strategy, including differentiation, design, and branding. MegaTech also wants to ensure its packaging and labeling align with its sustainability goals while effectively communicating product benefits to consumers.

a) Identify **FIVE (5)** key product differentiation strategies MegaTech can use to position its sustainable smart home devices.

(5 marks)

b) Discuss the role of packaging, labeling, warranties, and guarantees in enhancing MegaTech's product appeal and consumer trust. Provide relevant examples for each element.

(20 marks)

QUESTION 4

PixelTech, a technology startup, has developed a revolutionary wearable health device that tracks real-time biometric data and integrates with AI to provide personalized health recommendations. The company aims to introduce the product to the market but faces challenges in new-product development, commercialization, and consumer adoption.

a) Identify **FIVE (5)** key stages in the new-product development process that PixelTech should follow to ensure a successful launch.

(5 marks)

b) Discuss the factors that influence the adoption process of PixelTech's wearable health device. Provide relevant examples for each factor.

(20 marks)

END OF EXAMINATION PAPER