UNIVERSITI KUALA LUMPUR
BUSINESS SCHOOL

FINAL EXAMINATION
MARCH 2025 SEMESTER

COURSE CODE	:	EIB11303
COURSE NAME	:	PRINCIPLES OF MARKETING
PROGRAMME NAME	:	BBA (ME), BBA (IB), BBA (M), BTPD, BIF
DATE	:	26 JUNE 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 **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.

SECTION A (Total: 50 marks)

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

Question 1

Each price the company might charge will lead to a different level of demand. Define price elasticity of demand. Differentiate between elastic and inelastic demand.

(6 marks)

Question 2

Developing a product or service involves defining the benefits that it will offer. In marketing, individual product decisions are critical in shaping how a product is perceived and valued by consumers. Briefly explain **FIVE (5)** important decisions in the development and marketing of individual products and services.

(15 marks)

Question 3

a) In today's competitive and media-saturated environment, customers are exposed to brand messages through various channels. To avoid confusion and ensure clarity, companies must integrate all promotional efforts into a unified strategy. This is where the concept of Integrated Marketing Communications (IMC) becomes vital. What does it mean by Integrated Marketing Communications (IMC)?List **FIVE (5)** major promotion tools used in IMC to deliver a consistent and compelling brand message.

(8 marks)

b) Social media has transformed the way businesses interact with consumers, offering unique benefits while presenting new challenges. Justify **THREE (3)** advantages and **THREE (3)** challenges of social media marketing.

(12 marks)

Question 4

Today's retailers are increasingly adopting environmentally sustainable practices. How can retailers implement "green retailing" practices? Describe **THREE (3)** ways with examples.

(9 marks)

SECTION B (Total: 50 marks)

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

Question 1

Business buyers are subject to many influences when they make their buying decisions. Define "business buying behavior" and discuss the major influences that can affect a company's purchasing decisions. Support your answer with pertinent examples and elaborate further on why understanding these influences is important for marketers in business-to-business (B2B) markets.

(25 marks)

Question 2

Kimlee, a food manufacturer located in China, expanded the market to fulfill the significant demand for noodle products for Australian, European, and Asian customers. As a company operating in multiple foreign countries, Kimlee must determine its worldwide marketing strategy. As their global marketer, propose **FIVE (5)** strategies that are possible to apply for adapting product and marketing communication programs to a global market.

(25 marks)

END OF EXAMINATION PAPER