



**UNIVERSITI KUALA LUMPUR
BUSINESS SCHOOL**

**FINAL EXAMINATION
MARCH 2025 SEMESTER**

COURSE CODE	: EAB11503
COURSE NAME	: PRINCIPLES OF MARKETING
PROGRAMME NAME	: BACHELOR IN ACCOUNTING (HONS)
DATE	: 3 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 **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: 40 marks)**INSTRUCTION: Answer ALL Questions.****Please use the answer booklet provided.****QUESTION 1**

Based on your knowledge, describe **FIVE (5)** promotion tools that the company uses to engage consumers, persuasively communicate customer value, and build customer relationships. Give examples.

(10 Marks)

QUESTION 2

There are eight major steps in the new product development process and one of them is concept development and testing. Concept testing calls for testing new product concepts with groups of target consumers. There are **two methods** in concept testing. Define those methods in concept testing.

(10 Marks)

QUESTION 3

In segmented pricing, the company sells a product or service at two or more prices, even though the difference in prices is not based on differences in costs. Segmented pricing takes several forms. Define those forms and provide example.

(10 Marks)

QUESTION 4

Service companies face three major marketing tasks: They want to increase their service differentiation, service quality, and service productivity. With their costs rising rapidly, service firms are under great pressure to increase service productivity. They can do so in several ways. Identify only **(2) TWO** methods how service companies manage their service productivity.

(10 Marks)

[Total: 40 marks]

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

Companies need to consider many factors when choosing a market-targeting strategy. Discuss only **FOUR (4)** key factors that influence a company's choice of market-targeting strategy and explain how these factors affect marketing decisions and overall business success. Support your answer with examples.

(20 Marks)

QUESTION 6

SKINTIFIC is a beauty brand focused on creating smart skincare products that are accessible and effective for everyone. They aim to create high performance skincare products that are safe and gentle, even for sensitive skin. Recently, SKINTIFIC launched a new product for skincare, SKINTIFIC Ultra Cover Powder Foundation for flawless finish, high coverage and feel lightweight when using it. The new foundation suitable for all skin types and available in 6 shades. Describe the **FIVE (5)** stages in adoption process for SKINTIFIC Ultra Cover Powder Foundation.

(20 Marks)

QUESTION 7

Decathlon utilizes a "Scan & Go" self-checkout system, also known as a Scan & Pay, in select stores. This system allows MyDecathlon members to scan items with their smartphone and make contactless payments. RFID technology is also used in checkout processes, with items passed over an RFID reader to facilitate payments. . Discuss **TWO (2)** advantages of this technology, and **TWO (2)** implications for traditional retail models.

(20 Marks)

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