CONFIDENTIAL

UNIVERSITI KUALA LUMPUR
BUSINESS SCHOOL

FINAL EXAMINATION
MARCH 2025 SEMESTER

COURSE CODE	:	EAB10803
COURSE NAME	:	MARKETING
PROGRAMME NAME	:	BACHELOR IN ACCOUNTING
DATE	:	25 JUNE 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.

SECTION A (Total: 40 marks)

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

QUESTION 1

Briefly explain each step in a typical product life cycle. Give suitable example for each step.

(10 Marks)

QUESTION 2

Customer value-based pricing uses buyers' perceptions of value as the key to pricing. Price is considered along with all other marketing mix variables before the marketing program is set. There are two types of value-based pricing. Identify those **TWO (2)** types and give example for each.

(10 Marks)

QUESTION 3

Successful service companies focus their attention on both their customers and their employees. They understand the service profit chain, which links service firm profits with employee and customer satisfaction. This chain consists of five links. Define those **FIVE (5)** links.

(10 Marks)

QUESTION 4

Members of the marketing channel perform many key functions. Some function help to complete transactions. Identify only **FOUR (4)** of those transactions.

(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

Advertising decision making involves decisions about the objectives, the budget, the message, the media, and, finally, the evaluation of results. The media decision involves defining reach, frequency, impact, and engagement goals; choosing major media types; selecting media vehicles; and deciding on media timing. There are several major media types that advertiser can choose. Define **FIVE (5)** major media types and explain the advantages and limitations of choosing it.

(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