CONFIDENTIAL

UNIVERSITI KUALA LUMPUR
BUSINESS SCHOOL

FINAL EXAMINATION
MARCH 2025 SEMESTER

COURSE CODE	:	**EDB30103**
COURSE NAME	:	**PRICING STRATEGIES AND TACTICS**
PROGRAMME NAME	:	**BACHELOR OF BUSINESS ADMINISTRATION IN MARKETING (HONOURS)**
DATE	:	**30 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 **FIVE (5) 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.

(Total: 100 marks)

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

Question 1

You are working as a pricing strategist for a Malaysian fast-food chain that plans to introduce a new premium burger range. Before setting the price, the management wants you to evaluate different pricing approaches to ensure the product is competitive yet profitable in Malaysia's food and beverage market. As an expert, you believe that discussing the seller and buyer perceptions on pricing are crucial as this could help you to successfully performed the tasks given. Discuss any **FIVE (5)** thoughts on pricing that you would include the aforementioned assignment. Support your discussions with relevant examples.

(20 marks)

Question 2

You are a marketing executive for a popular Malaysian bottled water brand that is facing rising production costs due to inflation and the increase in raw material prices. The management team is considering adjusting the product's retail price across Malaysia. Discuss any other **FIVE (5)** motives that might influence the company to proceed with the above-mentioned decision. Support your discussion with relevant examples.

(20 marks)

Question 3

A Malaysian bakery chain specializing in artisanal bread and pastries plans to launch a "Ramadan Special" menu for the fasting month. To maximize sales within this short festive period, the marketing team needs to set clear short-term pricing objectives. Discuss any **FIVE (5)** popular short-term pricing objectives that the bakery could use to quickly gain revenue, profit, and sales during Ramadan. Support your discussion with relevant Malaysian examples.

(20 marks)

Question 4

A new Malaysian health drink brand is planning to enter the highly competitive beverage market, competing with established brands like Farm Fresh and Yeos. To attract attention and secure a market share quickly, the company is considering a price development strategy. Discuss any **FIVE (5)** benefits of the aforementioned strategies for marketers in this situation. Support your discussion using examples from the Malaysian beverage or FMCG (fast-moving consumer goods) industry.

(20 marks)

Question 5

A Malaysian online fashion store specializing in modest wear notices a high number of visitors to its website, but a low number of completed purchases. The management team suspects that certain online pricing issues are discouraging customers from finalizing their orders. Discuss any **FIVE (5)** issues related to the above-mentioned matter that could be hindering Malaysian consumers from making purchases on the fashion store's website. Support your discussion with examples from Malaysian e-commerce platforms.

(20 marks)

END OF EXAMINATION QUESTIONS