



**UNIVERSITI KUALA LUMPUR
BUSINESS SCHOOL**

**FINAL EXAMINATION
JULY 2025 SEMESTER**

COURSE CODE : EIB10803
COURSE NAME : MARKETING MANAGEMENT
PROGRAMME NAME : BACHELOR OF BUSINESS ADMINISTRATION (HONS)
MARKETING
DATE : 17 SEPTEMBER 2025
TIME : 02.00 PM – 05.00 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 **ONE (1) Section. Section A.**
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**

Solar Tec, a company specializing in high-performance industrial machinery, is currently facing challenges in its procurement process. The company plans to purchase a new set of machine components to improve production efficiency. Various stakeholders, including engineers, procurement officers, and senior management, are actively involved in the decision-making process.

- a) Identify the **FIVE (5)** different roles within the buying center involved in Solar Tec's purchasing decision.

(5 marks)

- b) Explain at least **FIVE (5)** stages of the business buying process that Solar Tec will likely follow when choosing a supplier. Provide relevant examples for each stage.

(20 marks)

QUESTION 2

Thompson, a luxury hotel chain, is working to enhance its service quality to stay competitive in the hospitality industry. The company is currently facing several service-related challenges, such as guest complaints about inconsistent service standards, delays during check-in and check-out, and dissatisfaction with the hotel's online reservation system. In order to maintain its brand reputation and boost customer satisfaction, Thompson is now focusing on service differentiation and implementing service quality improvement strategies.

- a) Identify **FIVE (5)** key characteristics of services that Thompson must take into account to improve its overall service quality.

(5 marks)

- b) Discuss **FIVE (5)** strategies that Thompson can implement to effectively manage and enhance service quality. Support your answer with relevant examples for each strategy.

(20 marks)

QUESTION 3

Kopi Sekejap, a new coffee chain, is entering the highly competitive premium coffee market. The company aims to differentiate itself from well-established competitors while meeting evolving customer expectations. To build a strong market position, Kopi Sekejap, must clearly define its brand positioning, identify its competitive frame of reference, and establish its points of difference (PODs) and points of parity (POPs).

- a) Identify **FIVE (5)** key components of brand positioning that Kopi Sekejap, should focus on to build a strong presence in the market.

(5 marks)

- b) Explain how Kopi Sekejap, can use points-of-difference (PODs) and points-of-parity (POPs) to gain a competitive advantage in the premium coffee industry. Provide relevant examples to support your answer.

(20 marks)

QUESTION 4

SVY, a consumer electronics company, is preparing to launch a new smart home security system. To ensure the success of its marketing efforts, the company aims to understand how consumer behavior affects purchasing decisions. Market research indicates that buyers consider a variety of factors such as, personal preferences, social influences, and psychological motivators before making a purchase. SVY is now focusing on developing a marketing strategy that aligns with these behavioral insights.

- a) Identify **FIVE (5)** key factors that influence consumer behavior when purchasing a smart home security system.

(5 marks)

- b) Discuss the stages of the consumer buying decision process as it applies to SVY's smart home security system. Provide relevant examples for each stage.

(20 marks)

END OF EXAMINATION PAPER