CONFIDENTIAL

UNIVERSITI KUALA LUMPUR
BUSINESS SCHOOL

FINAL EXAMINATION
JULY 2025 SEMESTER

COURSE CODE	:	EEB20603
COURSE NAME	:	PRICING STRATEGIES AND TACTICS
PROGRAMME NAME	:	BACHELOR OF BUSINESS ADMINISTRATION (HONS) INTERNATIONAL BUSINESS
DATE	:	19 SEPTEMBER 2025
TIME	:	3.00 PM – 6.00 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

A homegrown Malaysian skincare brand has expanded its business virtually but receives complaints about inconsistent pricing between its website and other marketplaces. Customers are confused and frustrated, which simultaneously affecting brand loyalty. In relation to this matter, discuss other **FIVE (5)** online pricing disputes that are commonly faced by Malaysian consumers when engaging in virtual purchases. Support your discussion with relevant examples.

(20 marks)

Question 2

A Malaysian theme park is experiencing a sharp drop in visitors during the off-peak season. To generate quick revenue and improve attendance, the management decides to implement special pricing promotions. Discuss any **FIVE (5)** popular interim pricing goals the theme park could use to quickly achieve the above-mentioned dreams. Support your discussions with relevant examples.

(20 marks)

Question 3

A Malaysian tour company offering packages to local destinations such as Langkawi, Redang, and Kundasang finds that fluctuating fuel prices and weather changes are affecting their profitability. They are exploring the possibility of price adjustments to maintain business sustainability. Discuss any **FIVE (5)** actual reasons that could drive the tour company to proceed with the initiative. Support your discussions using Malaysian travel market examples.

(20 marks)

Question 4

A Malaysian-based technology start-up offering cloud storage solutions wants to attract SMEs (small and medium enterprises) to its services by offering lower prices compared to international competitors like Google Drive and Dropbox to build a strong customer base quickly and keep developing the prices when it climbs the ladder of lifecycle. Discuss any **FIVE (5)** benefits of the above-mentioned initiatives. Provide examples relevant to Malaysia's tech and SME market trends to support your discussion.

(20 marks)

Question 5

A technology start-up in Pahang plans to sell smart home devices to middle-income Malaysian households. Before finalizing the product launch, the founders are debating which pricing philosophy would be most appropriate for tech-savvy but price-conscious customers. As an expert of pricing, you are required to advise the founder by discuss any **FIVE (5)** philosophies related to the above which you believe that the start-up should consider for their smart home products. Justify your discussions with relevant examples.

(20 marks)

END OF EXAMINATION QUESTIONS