



**UNIVERSITI KUALA LUMPUR
BUSINESS SCHOOL**

**FINAL EXAMINATION
OCTOBER 2025 SEMESTER**

COURSE CODE : EAB10803
COURSE NAME : MARKETING
PROGRAMME NAME : BACHELOR IN ACCOUNTING
DATE : 26 JANUARY 2026
TIME : 09.00AM - 12.00PM
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 from **Section A** and **Section B**.
5. All questions must be answered in **English** (any other language is not allowed).
6. This question paper must not be removed from the examination hall.

THERE ARE TWO (2) PAGES OF QUESTIONS, EXCLUDING THIS PAGE.

SECTION A (Total: 40 marks)**INSTRUCTION: Answer ALL Questions.****Please use the answer booklet provided.****QUESTION 1.**

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 2

Based on your knowledge, briefly explain the push and pull in promotion strategy at consumer market.

(10 Marks)

QUESTION 3

New product development starts with idea generation, which is the systematic search for new product ideas. There are two major sources of new product ideas. Identify those sources and explain with example how those sources can help companies in developing new product.

(10 Marks)

QUESTION 4

According to Kotler and Keller, marketing channels play a crucial role in creating customer value and competitive advantage. Explain **FIVE (5)** key functions of marketing channels.

(10 Marks)

[Total: 40 marks]

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

Aliff has decided to purchase a car, which marks the beginning of the consumer buying decision process. Based on the scenario above, discuss the **FIVE (5)** stages involved in the consumer buying decision process that Aliff is likely to go through when purchasing the car.

(20 Marks)

QUESTION 6

You are the marketing manager of a newly established company that produces premium organic skincare products. The target market consists of discerning consumers who value natural ingredients, product safety, and high-quality formulations. What key criteria should be considered when selecting a brand name for the company and its skincare products? Define **FOUR (4)** criteria of an effective brand name.

(20 Marks
)**QUESTION 7**

There are advantages and limitations associated with the use of major media types in marketing communications. Choose **FOUR (4)** media types and explain **ONE (1) advantage** and **ONE (1) limitation** of using each medium.

(20 Marks)

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