



**UNIVERSITI KUALA LUMPUR  
BUSINESS SCHOOL**

**FINAL EXAMINATION  
OCTOBER 2025 SEMESTER**

**COURSE CODE : EAB11503**  
**COURSE NAME : PRINCIPLE OF MARKETING**  
**PROGRAMME NAME : BACHELOR IN ACCOUNTING**  
**DATE : 28 JANUARY 2026**  
**TIME : 02:00PM - 05:00PM**  
**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**

Different types of customers and products require different amounts of service. To meet these varying service needs, retailers may offer one of three service levels. Describe **TWO (2)** of the three service levels.

(10 Marks)

**QUESTION 2**

A consumer's behavior also is influenced by social factors. There are several factors in social factors that influence consumer buying behavior. Explain **FOUR (4)** social factors in consumer buying behavior.

(10 Marks)

**QUESTION 3**

Promotional pricing refers to a strategy in which companies temporarily set prices below the list price in order to stimulate demand, create buying excitement, and generate a sense of urgency among consumers. Promotional pricing takes several forms. Define those forms and provide example.

(10 Marks)

**QUESTION 4**

Explain the methods used to set the total budget for advertising. Provide specific examples of how advertising budgets are calculated.

(10 Marks)

**[Total: 40 marks]**

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

Social media platforms such as Facebook, Instagram, TikTok, and X (formerly Twitter) have become an integral component of modern digital marketing strategies. These platforms enable companies to communicate with consumers, build brand presence, and promote products and services in an interactive and cost-effective manner. Discuss **THREE (3)** key roles of social media in digital marketing. In addition, identify and explain **TWO (2)** major challenges faced by companies when implementing social media marketing strategies.

(20 Marks)

**QUESTION 6**

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.

(20 Marks)

**QUESTION 7**

Many large global companies use e-procurement platforms to manage spending, streamline sourcing, and improve supplier collaboration. Examples include Unilever, Nestlé, and Heineken. Explain **FIVE (5) benefits** of adopting e-procurement systems for companies. Support your answer with relevant examples where appropriate.

(20 Marks)

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