



UNIVERSITI KUALA LUMPUR
BUSINESS SCHOOL

FINAL EXAMINATION
OCTOBER 2025 SEMESTER

COURSE CODE : EIB10803
COURSE TITLE : MARKETING MANAGEMENT
PROGRAMME NAME : BACHELOR OF BUSINESS ADMINISTRATION IN MARKETING
(HONOURS)
DATE : 26 JANUARY 2026
TIME : 9:00AM - 12:00PM
DURATION : 3 HOURS

INSTRUCTIONS TO CANDIDATES

1. Please read the instructions given in the question paper CAREFULLY.
2. This question paper is printed on both sides of the paper.
3. This question paper consist of TWO sections.
4. Answer ALL questions for Section A.
5. Section B consist of four questions. Answer THREE (3) questions only.
6. Please write your answer on the answer booklet provided.
7. Please answer all questions in English only.
8. Please answer MCQ/EMQ questions using OMR sheet. Tick if applicable
9. Refer to the attached Formula/ Appendes. Tick if applicable

THERE ARE 5 PAGES OF QUESTIONS INCLUDING THIS PAGE

SECTION A (Total: 40 marks)

Answer ALL questions.

Please use the answer booklet provided.

Question 1

A tech startup, **Pulse Innovations**, attempts to launch a new wearable device that tracks hydration levels through skin sensors. However, the product launch receives poor response. Customers complain that the device is inaccurate, too expensive, and difficult to use. Retailers refuse to stock it due to low demand, and internal teams struggle to support the product.

Pulse wants to evaluate why the new product failed and what challenges contributed to it.

- (a) Prepare **FOUR (4)** common reasons why new products fail. (4 marks)
- (b) Demonstrate your understanding of new-product development by proposing **FOUR (4)** actions Pulse should take to reduce the chances of failure in future product launches. (16 marks)

Question 2

Fast Electronics Repair Centre repairs mobile phones, laptops, and electronic gadgets. Recently, customers complain about long repair times, unexpected additional charges, and poor communication from staff. The company wants to improve service quality to reduce switching behaviour and increase customer satisfaction.

- (a) Prepare **FOUR (4)** common factors that cause customers to switch service providers.

(4 marks)

- (b) Demonstrate your understanding of service-quality management by proposing **FOUR (4)** actions Fast's should take to improve customer satisfaction and reduce switching.

(16 marks)

SECTION B (Total: 60 marks)

Answer THREE (3) questions only.

Please use the answer booklet provided.

Question 1

The snack company PurpleJoy plans to expand its product mix. They want to introduce a new high-protein granola bar targeting gym enthusiasts. To stand out in a saturated snack market, PurpleJoy considers using innovative packaging and exploring co-branding opportunities with a popular fitness brand.

- (a) Prepare FOUR (4) elements of the product mix PurpleJoy should consider when launching the new granola bar. (4 marks)
- (b) Demonstrate your understanding of product strategy by recommending FOUR (4) ways PurpleJoy can use product mix decisions, co-branding, or packaging to strengthen the launch. (16 marks)

Question 2

SegarBite Foods is preparing a comprehensive marketing plan to launch a new healthy frozen meal product. The company wants to ensure the marketing plan includes the essential sections and aligns with *strategic business unit planning, SWOT analysis, and Porter's competitive strategies*.

- (a) Prepare FOUR (4) major components that must be included in a marketing plan. (4 marks)
- (b) Demonstrate how SegarBite Foods can use SWOT analysis and Porter's Generic Strategies to develop an effective strategic marketing plan for the new product. Provide detailed arguments and examples (16 marks)

Question 3

BeeTea, a premium bubble tea brand, has been experiencing declining repeat purchases over the last 6 months. Customer complaints have increased, and many customers have shifted to competitors offering better loyalty rewards and faster service. The management wants to rebuild customer satisfaction and strengthen loyalty

- (a) Prepare **FOUR (4)** factors BeeTea can measure to monitor customer satisfaction.
(4 marks)
- (b) Demonstrate the concepts of customer value, satisfaction, and loyalty, explain how BeeTea can rebuild long-term loyalty among its customers. Provide detailed discussion and examples.
(16 marks)

Question 4

BandarRide, a tech startup offering smart electric bicycles, plans to expand into the Klang Valley. Before investing in manufacturing and distribution, the company must analyze the macroenvironment and utilize an MIS to support accurate decision-making.

- (a) Prepare **FOUR (4)** internal records BandarRide can collect to support its *Marketing Information System (MIS)*.
(4 marks)
- (b) Demonstrate how **FOUR (4)** macroenvironment forces (Demographic, Economic, Technological, Sociocultural, Natural, Political-Legal) may influence demand for BandarRide's electric bicycles in Klang Valley.
(16 marks)

END OF EXAMINATION PAPER