



UNIVERSITI KUALA LUMPUR
BUSINESS SCHOOL

FINAL EXAMINATION
OCTOBER 2025 SEMESTER

COURSE CODE : EDB30103
COURSE TITLE : PRICING STRATEGY & TACTICS
PROGRAMME NAME : BACHELOR OF BUSINESS ADMINISTRATION IN MARKETING
(HONOURS)
DATE : 03 FEBRUARY 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 ONE sections.
4. Section A consist of five questions. Answer FOUR (4) questions only.
5. Please write your answer on the answer booklet provided.
6. Please answer all questions in English only.
7. Refer to the attached Formula/ Appendies. *Tick if applicable*

THERE ARE 4 PAGES OF QUESTIONS INCLUDING THIS PAGE

SECTION A (Total: 100 marks)

Answer FOUR (4) questions.

Please use the answer booklet provided.

Question 1

You are part of the revenue management team at SyarikatTerbangTinggi (STT). The airline is trying to recover and strengthen its position in a highly competitive market that includes full-service airlines (like Singapore Airlines) and low-cost carriers (like AirAsia). For an upcoming campaign on flights between Kuala Lumpur and regional destinations (Jakarta, Bangkok, Singapore, Kota Kinabalu, etc.), STT wants to decide how to position its ticket prices. Some managers argue that the airline should match or undercut low-cost competitors, while others insist that STT should charge higher prices to reflect its full-service offering (meals, baggage, in-flight services, and loyalty program). With reference to the above scenario, **discuss any FIVE (5)** schools of thought on price that SyarikatTerbangTinggi can apply when deciding on ticket prices for these routes. Justify your discussion with suitable examples related to the airline industry and Malaysian travelers.

(25 marks)

Question 2

You work as a Pricing & Service Executive at MyKlikRide, an e-hailing service focusing on Klang Valley and Penang. The CEO wants to understand how employees, especially drivers and customer support staff, can indirectly or directly affect pricing outcomes. Using MyKlikRide and the Malaysian e-hailing market as your reference, analyze the importance of employees as price determiners by discussing the **FIVE (5)** important aspects of employees that could influence the amount of price charged on services. Justify your discussion with relevant examples from the Malaysian e-hailing market.

(25 marks)

Question 3

KedaiMartMurah is a rapidly expanding Malaysian supermarket chain with outlets across Kuala Lumpur, Selangor, and Pahang. Recently, the company has been hit by cumulative cost pressures, including higher wholesale prices for fresh produce and dairy products, increasing electricity tariffs for its hypermarket-format stores, and rising transportation costs for deliveries to suburban and semi-rural branches. In response, top management has approved a price adjustment for several categories, particularly fresh food, chilled items, and household essentials. The CEO, however, insists that the new prices should be implemented on the shelves as soon as possible without any detailed communication plan, arguing that “customers will always complain at first but will get used to it later,” even though competitors such as Lotus’s, Mydin and Econsave are actively promoting their “Harga Jimat” and “Low Price Lock” campaigns. As the expert in pricing communication, you are required to analyze the above situation and advise the CEO on the **FIVE (5)** essential steps that must be taken before the announcement of the price changes to consumers takes effect. Justify each step with relevant examples from the Malaysian retail market.

(25 marks)

Question 4

You have just been appointed as the Pricing Manager at TehHidup Malaysia, responsible for setting the pricing objectives for a new series of healthier sugar-free beverages targeted at young professionals in Klang Valley. After three months, the CEO is still unsure whether the pricing objectives set for this product line have been successfully implemented. As the expert in charge, advise the CEO on the **FIVE (5)** organizational signals that indicate the pricing objectives have been successfully achieved. Justify each signal with relevant examples from TehHidup’s operations or the Malaysian beverage market.

(25 marks)

Question 5

You have been hired as the Pricing Manager at AuraActive Wear, a local sports and lifestyle apparel brand focusing on modest activewear for Malaysian women. Before approving your proposed pricing strategy for the latest collection, the CEO wants to clearly understand how well-developed prices can benefit the company. As the expert, analyze the situation and advise the CEO by discussing any **FIVE (5)** benefits of developing suitable prices for AuraActive's activewear products. Justify your discussion with relevant examples from AuraActive's perspective or the Malaysian apparel market.

(25 marks)

END OF EXAMINATION PAPER