



UNIVERSITI KUALA LUMPUR
BUSINESS SCHOOL

FINAL EXAMINATION
OCTOBER 2025 SEMESTER

COURSE CODE : EIB11303
COURSE TITLE : PRINCIPLES OF MARKETING
PROGRAMME NAME : BACHELOR OF BUSINESS ADMINISTRATION IN MARKETING
(HONOURS)
DATE : 28 JANUARY 2026
TIME : 2 :00PM - 5:00PM
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/ Appendies. *Tick if applicable*

THERE ARE 4 PAGES OF QUESTIONS INCLUDING THIS PAGE

SECTION A (Total: 40 marks)

Answer ALL questions.

Please use the answer booklet provided.

Question 1

A **pricing strategy** is a planned approach a company uses to set the price of its product in order to attract customers, stay competitive, and achieve its financial goals.

- (a) Define price and summarize **THREE (3)** considerations when setting a price.
(10 marks)
- (b) Discover **FOUR (4)** types of product mix pricing strategy, with examples.
(10 marks)

Question 2

When setting a price, a company must consider **internal factors** and **external factors**.

- (a) Distinguish **TWO (2)** internal factors and **TWO (2)** external factors that may influence the company's pricing decisions. Provide examples.
(10 marks)
- (b) Companies sometimes adjust prices in response to customer behavior or market situations. Describe **FIVE (5)** situations where a company might need to initiate a price change.
(10 marks)

SECTION B (Total: 60 marks)

Answer **THREE (3)** questions only.

Please use the answer booklet provided.

Question 1

FamilyMart Malaysia is known for strong brand visibility, creative seasonal campaigns, social media engagement, and consistent in-store experience. The brand frequently uses digital advertising, influencer partnerships, and public relations activities to strengthen its image. Suggest **FIVE (5)** public relations activities FamilyMart should implement to maintain a strong relationship with its customers. Provide explanations and simple examples for each.

(20 marks)

Question 2

The promotion mix refers to the combination of various marketing communication methods that marketers use to promote their products and engage their target audience. Differentiate **FIVE (5)** types of Sales Promotion.

(20 marks)

Question 3

Services are important because they enhance customer satisfaction, build loyalty, create added value, and differentiate a company from its competitors.

- (a) Contrast **FOUR (4)** major characteristics of services to the products.

(10 marks)

- (b) Explain how product line decisions help to increase customer value.

(10 marks)

Question 4

New product development is the process of creating and introducing new products or services to meet customer needs, stay competitive, and drive business growth.

- (a) Explain **FOUR (4)** internal sources from which your chosen company can obtain new-product ideas. Provide examples.

(10 marks)

- (b) Draw the PLC diagram with the label for all the stages. The, explain **ONE (1)** characteristic for each stages.

(10 marks)

END OF EXAMINATION PAPER