



**UNIVERSITI KUALA LUMPUR
BUSINESS SCHOOL**

**FINAL EXAMINATION
MARCH 2026 SEMESTER**

COURSE CODE : EAB11503
COURSE NAME : PRINCIPLES OF MARKETING
PROGRAMME NAME : BACHELOR IN ACCOUNTING (HONS)
DATE : 25 JUNE 2026
TIME : 2.00 PM – 5.00 PM
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 in **Section A and Section B.**
5. Please write your answers on the answer booklet provided.
6. All questions must be answered in **English** (any other language is not allowed).
7. This question paper must not be removed from the examination hall.

THERE ARE THREE (3) PAGES OF QUESTIONS, INCLUDING THIS PAGE.

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

Briefly explain each step in a typical product life cycle. Give suitable example for each step.

(10 Marks)

QUESTION 2

Customer value-based pricing uses customers' perceived value as the basis for setting prices. Price is considered together with all other elements of the marketing mix before the marketing program is developed. Identify the **TWO (2)** types of value-based pricing and provide **ONE (1)** example for each type.

(10 Marks)

QUESTION 3

Discuss **FIVE (5)** functions of retailers in the marketing distribution channel.

(10 Marks)

QUESTION 4

Differentiate between consumer markets and business markets with suitable examples.

(10 Marks)

[Total: 40 marks]

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

Sales promotion is widely used by marketers as a tool to boost sales performance. Explain **FIVE (5)** key importance of sales promotion strategies used by companies in today's business environment.

(20 Marks)

QUESTION 6

Toyota Motor Corporation is well known for its efficient supply chain system, which helps the company manage production, inventory, logistics, and product distribution effectively across global markets. Efficient supply chain management enables companies to ensure products are delivered to customers on time, in the right quantity, and at lower operational costs.

Based on the statement above, discuss **FOUR (4)** roles of supply chain management in ensuring the efficient flow of goods and services from production to final consumption. Support your answers with relevant examples.

(20 Marks)

QUESTION 7

Advertising decision making involves decisions about the objectives, the budget, the message, the media, and, finally, the evaluation of results. The media decision involves defining reach, frequency, impact, and engagement goals; choosing major media types; selecting media vehicles; and deciding on media timing. There are several major media types that advertiser can choose. Define **FIVE (5)** major media types and explain the advantages and limitations of choosing it.

(20 Marks)

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