CONFIDENTIAL

UNIVERSITI KUALA LUMPUR

BUSINESS SCHOOL

FINAL EXAMINATION

MARCH 2026 SEMESTER

COURSE CODE	:	EAB10803
COURSE NAME	:	MARKETING
PROGRAMME NAME	:	BACHELOR IN ACCOUNTING (HONS)
DATE	:	22 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, EXCLUDING THIS PAGE.

SECTION A (Total: 40 marks)

INSTRUCTION: Answer ALL Questions.
Please use the answer booklet provided.

QUESTION 1

Identify **FOUR (4)** challenges faced in managing supply chain management in today's business environment. Give example.

(10 Marks)

QUESTION 2

A smartphone company offers discounts during festive seasons and different prices for students. Discuss the price adjustment strategies used by the company.

(10 Marks)

QUESTION 3

Define product and explain the classification of products with suitable examples.

(10 Marks)

QUESTION 4

Explain the importance of wholesalers: **TWO (2)** for manufacturers and **TWO (2)** for retailers.

(10 Marks)

[Total: 40 marks]

SECTION B (Total: 60 marks)

INSTRUCTION: Answer ALL Questions.
Please use the answer booklet provided.

QUESTION 5

In today's highly competitive business environment, customer needs and preferences are constantly changing due to technological advancements, innovation, and changing market trends. Companies that fail to introduce new and improved products may lose their market share and become less competitive. Therefore, new product development plays an important role in helping companies satisfy customer needs, increase sales, strengthen brand image, and achieve long-term business growth. Through successful new product development, companies are also able to explore new market opportunities and maintain their position in the industry.

Based on the statement above, discuss **FOUR (4)** importance of new product development for a company's growth.

(20 Marks)

QUESTION 6

A company plans to launch a new product in the market. Suggest **FIVE (5)** promotion tool strategy that the company can use to attract customers and increase product awareness.

(20 Marks)

QUESTION 7

Glad2Glow is a beauty and skincare brand that focuses on producing affordable and effective skincare products for consumers. Recently, Glad2Glow launched a new makeup product called Glad2Glow Airy Matte Cushion Foundation, which provides high coverage, long-lasting wear, and a lightweight texture. The product is suitable for all skin types and is available in several shades.

Based on the statement above, describe the **FIVE (5)** stages in the consumer adoption process for Glad2Glow Airy Matte Cushion Foundation.

(20 Marks)

[Total: 60 marks]

END OF EXAMINATION PAPER