



UNIVERSITI KUALA LUMPUR
KAMPUS CAWANGAN MALAYSIAN SPANISH INSTITUTE

FINAL EXAMINATION
OCTOBER 2025 SEMESTER

COURSE CODE : SIB35503 (V2)
COURSE TITLE : AUTOMOTIVE MARKETING MANAGEMENT
PROGRAMME NAME : BACHELOR OF BUSINESS TECHNOLOGY (HONOURS) IN
AUTOMOTIVE MANAGEMENT
DATE : 29 JANUARY 2026
TIME : 2:00PM - 4:00PM
DURATION : 2 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 3 PAGES OF QUESTIONS INCLUDING THIS PAGE

SECTION A (Total: 40 marks)

Answer ALL questions.

Please use the answer booklet provided.

Question 1

Sales are activities related to selling or the number of goods sold in a given targeted time period. The delivery of a service for a cost is also considered a sale. A period during which goods are sold for a reduced price may also be referred to as a sale. Identify five decisions in designing the sales force.

(10 marks)

Question 2

In business, product development or new product development covers the complete process of bringing a new product to market, renewing an existing product and introducing a product in a new market. Discuss five new product categories in introducing new market offering.

(10 marks)

Question 3

Briefly explain four modes of entry into foreign markets.

(10 marks)

Question 4

Describe the meaning of retailing and discuss four types of retailers.

(10 marks)

SECTION B (Total: 60 marks)

Answer THREE (3) questions only.

Please use the answer booklet provided.

Question 1

The new product development process typically consists of several activities that firms employ in the complex process of delivering new products to the market. A process management approach is used to provide a structure. Determine eight stages involved in new product development.

(20 marks)

Question 2

Determine and diagnose five major decisions in international marketing in order to enter global market.

(20 marks)

Question 3

The marketer is responsible for seeing through the success of a new product development from conceptualization to commercialization. Justify in detail eight stages involved in new product development.

(20 marks)

Question 4

Determine and justify the five tasks performed by brand manager

(20 marks)

END OF EXAMINATION PAPER

