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UNIVERSITI KUALA LUMPUR
BUSINESS SCHOOL

FINAL EXAMINATION
MARCH 2026 SEMESTER

COURSE CODE	:	EIB11303
COURSE TITLE	:	PRINCIPLES OF MARKETING
PROGRAMME NAME	:	BACHELOR OF BUSINESS ADMINISTRATION IN MARKETING (HONOURS)
DATE	:	25 MAY 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 company is preparing a new advertising campaign for a skincare product.

(a) Discuss THREE (3) key considerations when developing an advertising message strategy.

(10 marks)

(b) Explain how creative execution influences the effectiveness of advertising campaigns.

(10 marks)

Question 2

A smartphone company is reviewing its product performance in the market.

(a) Explain the four (4) stages of the product life cycle and their characteristics.

(10 marks)

(b) Discuss FIVE (5) branding decisions a company must consider when developing a strong brand.

(10 marks)

SECTION B (Total: 60 marks)

Answer THREE (3) questions only.

Please use the answer booklet provided.

Question 1

Explain how management evaluates and selects the best product idea before launching it to the market.

(20 marks)

Question 2

A promotion mix, or marketing communications mix, is a specific blend of promotion tools. Differentiate FIVE (5) types of promotion mix.

(20 marks)

Question 3

Creating successful new products requires understanding consumers, markets, and competitors as well as developing products that deliver superior value to customers. Show the EIGHT (8) steps in new product development.

(20 marks)

Question 4

A product is anything that can be offered to a market for attention, acquisition, use, or consumption that might satisfy a want or need.

(a) Examine THREE (3) levels of products.

(10 marks)

(b) Relate FIVE (5) steps of Individual Product Decision.

(10 marks)

END OF EXAMINATION PAPER