UNIVERSITI KUALA LUMPUR
BUSINESS SCHOOL

FINAL EXAMINATION
MARCH 2026 SEMESTER

COURSE CODE	:	EDB30103
COURSE TITLE	:	PRICING STRATEGY & TACTICS
PROGRAMME NAME	:	BACHELOR OF BUSINESS ADMINISTRATION IN MARKETING (HONOURS)
DATE	:	29 JUNE 2026
TIME	:	9:00AM - 12:00PM
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 ONE sections.
4. Section A consist of five questions. Answer FOUR (4) questions only.
5. Please write your answer on the answer booklet provided.
6. Please answer all questions in English only.
7. Refer to the attached Formula/ Appendies. ☐ *Tick if applicable*

THERE ARE 3 PAGES OF QUESTIONS INCLUDING THIS PAGE

SECTION A (Total: 100 marks)

Answer FOUR (4) questions.

Please use the answer booklet provided.

Question 1

You are the Pricing Manager at Kupi-Kupi Café, a local coffee chain in Malaysia. The company recently adjusted the prices of several beverages due to rising ingredient and operating costs. Following this adjustment, the CEO wants to assess whether the new prices have been successful. As the expert, discuss any **FIVE (5)** signals that may indicate the success of this pricing initiative. Justify your answer with relevant examples from Kupi-Kupi's operations or the Malaysian café market.

(25 marks)

Question 2

You are the Pricing Executive at AeroSound Devices, a Malaysian electronics company introducing a new line of premium wireless earbuds with noise-cancelling technology. The CEO believes that setting a high initial price may help recover development costs and strengthen the product's premium image, with the possibility of lowering the price later to reach more price-sensitive customers. As the expert, advise the CEO by discussing any **FIVE (5)** characteristics of a successful initiative related to the proposed pricing approach. Justify your answer with relevant examples from AeroSound Devices or the Malaysian electronics market.

(25 marks)

Question 3

Hana, the Marketing Manager at Vistara Fashion, a Malaysian apparel brand targeting young professionals, recently reviewed and implemented new pricing objectives for its premium work wear collection. Her company hopes the new pricing direction will support a stronger brand. The CEO now wants Hana to assess whether the pricing objectives have been selected and successfully implemented. As the expert and a friend of Hana, assist her in the assessment by discussing the **FIVE (5)** hints that she will see that indicate the aforementioned success. Justify your discussion with relevant examples from Vistara Fashion or the Malaysian apparel market.

(25 marks)

Question 4

Hakim from Arvena Mobile, a Malaysian smartphone brand, is preparing a brief for top management on the pricing direction for a newly launched smartphone model. He is considering an approach in which the company starts with a lower introductory price and later revises the price upward gradually once the product gains stronger acceptance in the market. Before finalising the brief, Hakim contacted you as he wants to understand the marketing advantages of such an approach. As the expert, suggest to Hakim any **FIVE (5)** benefits of this approach. Justify your answer with relevant examples from Arvena Mobile or the Malaysian smartphone market.

(25 marks)

Question 5

Afiq, the Marketing Manager at Glowvera Beauty, a Malaysian skincare brand, has observed that the company's online sales have started to decline. He believes that the pricing strategies applied through the brand's website, social media promotions, and online marketplaces may have affected online consumer purchase behaviour, but he is unsure about the hidden causes of the problem. As the expert, advise Afiq by discussing any **FIVE (5)** possible causes that triggered the aforementioned situation. Justify your discussion with appropriate examples from Glowvera Beauty or the Malaysian online beauty market.

(25 marks)

END OF EXAMINATION PAPER