



UNIVERSITI KUALA LUMPUR
BUSINESS SCHOOL

FINAL EXAMINATION
MARCH 2026 SEMESTER

COURSE CODE : EIB10803
COURSE TITLE : MARKETING MANAGEMENT
PROGRAMME NAME : BACHELOR OF BUSINESS ADMINISTRATION IN MARKETING
(HONOURS)
DATE : 22 JUNE 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 5 PAGES OF QUESTIONS INCLUDING THIS PAGE

SECTION A (Total: 40 marks)

Answer ALL questions.

Please use the answer booklet provided.

Question 1

A newly opened café, TLC, offers premium coffee and a modern environment. However, after three months, customer retention is low. Reviews indicate that although the coffee quality is good, customers complain about long waiting times, confusing ordering systems, unfriendly staff, and high prices compared to nearby cafés.

- (a) Explain FOUR (4) components of total customer cost and analyse how each component contributes to low customer retention at TLC.

(8 marks)

- (b) Analyse FOUR (4) strategies that TLC should implement to improve *customer-perceived value (CPV)* and increase customer loyalty. Justify each strategy with relevant marketing concepts and examples from the case.

(12 marks)

Question 2

A fitness brand, FitWorld, launches a marketing campaign featuring real customer transformation stories. The campaign focuses on emotional storytelling, highlighting personal struggles and success. As a result, many consumers feel motivated and begin purchasing the brand's products.

- (a) Explain **FOUR (4)** psychological factors influencing consumer behavior and analyse how each factor is reflected in FitWorld's marketing campaign.

(8 marks)

- (b) Analyse **FOUR (4)** marketing strategies that FitWorld can use to leverage psychological factors to influence consumer motivation and purchase behavior. Justify each strategy with relevant explanations and examples from the case.

(12 marks)

SECTION B (Total: 60 marks)

Answer THREE (3) questions only.

Please use the answer booklet provided.

Question 1

A new beverage company, SyokSip, enters the market with a unique product but struggles to gain recognition. Consumers are unaware of the brand, and many choose established competitors despite SyokSip offering similar quality at a lower price.

- (a) Explain FOUR (4) key elements that define a brand and analyse how weaknesses in these elements contribute to SyokSip's lack of market recognition.

(8 marks)

- (b) Analyse FOUR (4) strategies that SyokSip should implement to build strong brand equity. Justify each strategy with relevant branding concepts and examples from the case.

(12 marks)

Question 2

A technology startup launches a new smartwatch but faces difficulty in gaining brand recall. Customers find the brand name confusing and the logo unappealing.

- (a) Explain FOUR (4) criteria for effective brand elements and analyse how the current brand name and logo of the smartwatch fail to meet these criteria.

(8 marks)

- (b) Analyse FOUR (4) strategies that the company should implement to improve its brand elements and strengthen brand identity. Justify each strategy with relevant branding concepts and examples from the case.

(12 marks)

Question 3

A small startup, Clean-Up, enters a market dominated by established cleaning product brands. Clean-Up offers eco-friendly products but struggles to gain visibility and compete with large competitors.

- (a) Explain FOUR (4) types of competitive positions in a market and analyse how each position relates to Clean-Up's current situation.

(8 marks)

- (b) Analyse FOUR (4) competitive strategies that Clean-Up should adopt to improve its market position. Justify each strategy with relevant concepts and examples from the case.

(12 marks)

Question 4

A smartphone brand, BLU, notices that one of its older models is experiencing declining sales due to newer models from competitors.

- (a) Explain FOUR (4) stages of the product life cycle and analyse how BLU's older smartphone model reflects these stages.

(8 marks)

- (b) Analyse FOUR (4) strategies that BLU should implement during the maturity and decline stages to manage declining sales. Justify each strategy with relevant marketing concepts and examples from the case.

(12 marks)

END OF EXAMINATION PAPER