



UNIVERSITI KUALA LUMPUR
BUSINESS SCHOOL

FINAL EXAMINATION
MARCH 2026 SEMESTER

COURSE CODE : EDB30703
COURSE TITLE : MARKETING CHANNEL STRATEGY AND TACTICS
PROGRAMME NAME : BACHELOR OF BUSINESS ADMINISTRATION IN MARKETING
(HONOURS)
DATE : 24 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 5 PAGES OF QUESTIONS INCLUDING THIS PAGE

SECTION A (Total: 100 marks)

Answer FOUR (4) questions.

Please use the answer booklet provided.

Question 1

NatureGlow Essentials is a skincare company based in Malaysia that produces natural and organic beauty products. The company is planning to expand its distribution network across the country and is currently deciding the most suitable way to distribute its products through various retail channels and intermediaries. The company offers three different product categories:

A low-cost daily facial cleanser that is frequently purchased by consumers.

A mid-range skincare bundle where customers tend to compare price, quality, and brand before making a purchase decision.

A premium anti-aging serum produced in small quantities to maintain exclusivity and luxury positioning.

The marketing manager emphasizes that selecting the correct channel intensity strategy is essential to achieve wide market coverage, customer convenience, and strong brand positioning in the market.

Describe **THREE (3)** channel intensity strategies and recommend the most appropriate strategy for each product offered by NatureGlow Essentials. Provide justification for your answers.

(25 marks)

Question 2

StyleSphere Fashion is a retail clothing company that operates through physical outlets, an official e-commerce website, mobile shopping applications, social media platforms, and third-party online marketplaces. The management team aims to strengthen its overall retail approach in order to enhance customer experience, increase brand engagement, and improve sales performance. The marketing manager believes that adopting different multi-channel retail strategies is essential for attracting modern consumers and staying competitive in the rapidly changing retail industry.

Explain **FIVE (5)** multi-channel retail strategies that StyleSphere Fashion can implement to improve its business performance.

(25 marks)

Question 3

GlobalMart Distribution is a wholesaling company that supplies food and household products to various retailers across Malaysia. Recently, the company has observed significant changes in customer buying behaviour, the rapid growth of digital technologies, and increasing competition from online-based distributors.

To remain competitive in the evolving market, the management team plans to adjust and improve its wholesaling strategies in line with current industry trends.

Discuss **FIVE (5)** components of adapting to trends in wholesaling that GlobalMart Distribution can implement to improve its business performance.

(25 marks)

Question 4

Urban Brew Cafe is a successful local coffee business in Malaysia that plans to expand its operations throughout Southeast Asia. Due to limited capital and increasing market opportunities, the owner decides to use franchising as the main expansion strategy. The company is currently studying different franchising structures to determine the most suitable approach for long-term growth and market control.

The management team understands that different franchising structures offer different levels of ownership, operational control, investment requirements, and support systems. Selecting the right structure is important to ensure business consistency, maintain brand reputation, and attract potential franchisees.

As a business consultant, you are required to explain the available franchising structures that Urban Brew Cafe can adopt. You should also provide suitable examples for each structure to help the management team better understand how franchising operates in real business situations.

Describe **FIVE (5)** franchising structures that Urban Brew Cafe can implement in expanding its business. For each structure, provide a suitable business example.

(25 marks)

Question 5

EcoStyle Home is a Malaysian company producing eco-friendly household products. The company is planning to expand its business into international markets such as Singapore, Thailand, and Indonesia. However, management is unsure how to manage distribution channels across different countries with different customer preferences, regulations, and market conditions.

To succeed in global markets, EcoStyle Home must adopt appropriate channel strategies for globalization to ensure efficient product distribution, strong brand presence, and competitive advantage.

Outline **FIVE (5)** channel strategies for globalization that EcoStyle Home can use in its international expansion. Provide a suitable business example for each strategy.

(25 marks)

END OF EXAMINATION PAPER

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