



FINAL EXAMINATION
BACHELOR OF ACCOUNTANCY (HONOURS)

COURSE	: MARKETING FOR ACCOUNTANTS
COURSE CODE	: MKT3283
DURATION	: 3 HOURS

INSTRUCTIONS TO CANDIDATES:

1. This question paper consists of **EIGHT (8)** questions.
2. Answer ALL questions in the Answer Booklet provided.
3. Please check to make sure that this examination pack consists of:
 - i. The Question Paper
 - ii. An Answer Booklet
4. Do not bring any material into the examination hall without permission.
5. Please write your answer using permanent ink.

MYKAD NO./ PASSPORT NO.	:	
ID. NO.	:	
LECTURER	:	
SECTION	:	

DO NOT OPEN THE QUESTION PAPER UNTIL YOU ARE TOLD TO DO SO

The question paper consists of 3 printed pages including the front page

STRUCTURED QUESTIONS

Answer ALL questions.

1. Consumer products can be classified according to consumer buying behavior and purchasing habits. Explain **THREE (3)** classifications of consumer products and how each classification influences customer purchasing decisions.
(10 marks)
2. Products usually go through several stages throughout their market existence, from introduction until decline. Explain the **FIVE (5)** stages of the product life cycle and how each stage affects marketing strategies.
(10 marks)
3. The retailing industry is continuously evolving due to changes in consumer behavior, technology, and market competition. Explain **THREE (3)** major trends and developments in retailing and their effects on retailers and consumers.
(10 marks)
4. Retailers can be categorized into different types based on the services offered, product assortment, and selling methods used to serve customers. Explain **THREE (3)** major types of retailers and their characteristics.
(10 marks)
5. Marketers often face various ethical challenges when conducting marketing activities in today's competitive business environment. Discuss **THREE (3)** major ethical issues commonly faced by marketers and their impact on businesses and consumers.
(10 marks)
6. Organizations are expected to practice social responsibility to build trust and maintain positive relationships with consumers and society. Explain **THREE (3)** ways organizations can demonstrate social responsibility in their marketing practices, with relevant examples.
(10 marks)
7. AirAsia plans to introduce a new travel package for young travellers in Malaysia. Explain how **FOUR (4)** bases of consumer market segmentation can be used by AirAsia to identify and target suitable customer groups. Provide relevant examples.
(20 marks)

8. Grab Malaysia aims to strengthen its position in the highly competitive e-hailing and delivery service industry in Malaysia. Propose **FOUR (4)** potential competitive advantages that Grab could develop to differentiate its services from competitors, with appropriate justification.

(20 marks)

(TOTAL: 100 MARKS)

END OF QUESTION PAPER

