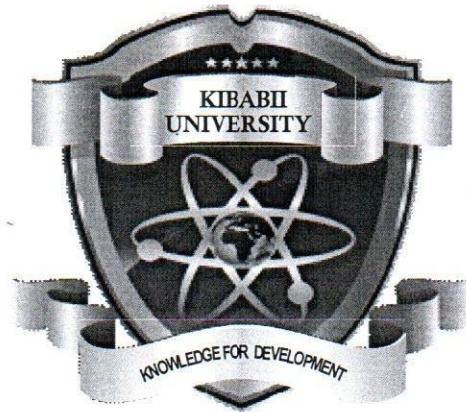


KIBABII UNIVERSITY



**UNIVERSITY MAIN EXAMINATIONS
2019/2020 ACADEMIC YEAR**

**SECOND YEAR FIRST SEMESTER
FOR THE DEGREE OF BACHELOR OF BUSINESS
MANAGEMENT**

COURSE CODE: BBS 211

COURSE TITLE: MARKETING MANAGEMENT

DATE: 15/02/2021

TIME: 8.00 – 10.00AM

INSTRUCTIONS TO CANDIDATES

Answer All questions in Section A and Any other TWO (2) Questions from section B

QUESTION ONE (COMPULSORY)

A). Company Z is considering making some changes as regards to its business portfolio specifically on whether to continue investing, to discontinue the products or whether to develop new products. Offer your best advice to the management on the best decisions that should be taken regarding the issue at hand. (10mks)

B).Take a convincing position as to whether marketing shapes consumer needs and wants OR Marketing merely reflects the needs and wants of consumers (5mks)

C) Environmental forces may affect the company's ability to serve its customers. Discuss and offer your advice on how companies can react to this forces for purposes of making proper marketing decisions (10mks)

D).Organization B is not sure of the best competing concept under which they can conduct their business. Offer your best advice bearing in mind the shift in business environment today. (5mks)

QUESTION TWO

A).Explain the following terms; (10mks)

- i. Market segmentation
- ii. Market targeting
- iii. Differentiation
- iv. Positioning
- v. Product lines

B).Discuss the Business buyer decision process (10mks)

QUESTION THREE

A traditional family drinks firm has been developing slowly and built up a strong reputation, but control has now passed to the next generation and they want to look at possible expansion for the firm. The new marketing director made the following statement:

'We have a strong family image and our products are trusted, but we are considering changing our production strategy. We have normally just produced the flavouring and let others bottle it and take the risks of selling to the public. After considerable market research we have decided to launch our own brand of soft drinks. Initially, these will be: a cola flavour, lemonade and ginger beer. If these are successful then others are planned.'

1. Explain the marketing importance of 'a strong business image'.(5 mks)
2. Analyse the advantages and disadvantages of the drinks the firm introduced to their brands with a penetration pricing policy.(5 mks)
3. Discuss potential changes in the marketing mix that this new strategy will involve and comment on their significance.(10 mks)

QUESTION FOUR

A).The management of company X has just held a meeting to discuss the likely reasons as to why some or all of its products do not offer maximum competitive advantage in the marketplace. It has been agreed that there is need to re-position the products for maximum competitive advantage. You have been approached to spearhead the process. Proceed. (10mks)

B).Offer your advice on how companies can identify attractive market segments and at the same time choose a market-coverage strategy (10mks)

QUESTION FIVE

A).Explain the four types of consumer buying behavior. (5mks)

B).There is no single way to segment a market. A marketer has to try different segmentation variables, alone and in combination, to find the best way to view the market structure.

Discuss. (5 mks)

C).Marketing is not done only by the marketing department and it needs to affect every aspect of the customer experience. Explain why this is the case and how the marketing manager ensures this is achieved in their companies (10mks)