

KIBABII UNIVERSITY



UNIVERSITY EXAMINATIONS 2020/2021 ACADEMIC YEAR SECOND YEAR FIRST SEMESTER

SUPPLEMENTARY/SPACIAL FOR THE DEGREE OF BACHELOR OF BUSINESS MANAGEMENT

COURSE CODE: BBS 211

COURSE TITLE: MARKETING MANAGEMENT

DATE: 29/09/2021

TIME: 8.00AM-10.00AM

INSTRUCTION TO CANDIDATES

- 1) The paper contains **FIVE** questions
- 2) Attempt **THREE** questions
- 3) Question **ONE** is Compulsory

TIME: 2 Hours

KIBU observes ZERO tolerance to examination cheating

QUESTION ONE (30 MARKS)

- i) Consumer markets can be segmented through a single variable or a combination of variables. Outline the five main variables considered during market segmentation. (10 MKS)
- ii) Market targeting is an important process when organizations aim to exploit market opportunities profitably. Discuss the procedure of marketing targeting for products and services. (10 MKS)
- iii) Explain the following marketing terms (10MKS)
 - a) Need (2MKS)
 - b) Want (2MKS)
 - c) Marketers (2MKS)
 - d) Marketing (2MKS)
 - e) Brand (2MKS)

QUESTION TWO (20 MKS)

- a) Market positioning helps organizations to effectively and efficiently execute marketing objectives. Discuss how you can create effective market positioning strategy for products and service. (10 MKS)
- b) Discuss five challenges faced by marketers when implementing market positioning strategies in organizations. (10 MKS)

QUESTION THREE (20 MKS)

- a) There are several participants who play important roles during buying process. Discuss the roles played by buying process participants.(10MKS)
- b) Discuss five factors you may need to consider in market segmentation to effectively serve your customers.(10MKS)

QUESTION FOUR (20 MKS)

- a) Marketing management plays critical role in promoting the marketing products and services .Outline the marketing management activities. (10 MKS)
- b) Discuss the contribution of marketing to national development. (10MKS)

QUESTION FIVE (20 MKS)

- a) You have been invited to make a presentation to a group of marketing class students on marketing and selling. Differentiate between marketing and selling. (10 MKS)

- b) Marketing mix plays a critical role in marketing process. Discuss the marketing mix elements which contribute to successful marketing. (10MKS)