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KIBABII UNIVERSITY



UNIVERSITY EXAMINATIONS SPECIAL/SUPPLEMENTARY EXAMS

2019/2010 ACADEMIC YEAR

FIRST YEAR FIRST SEMESTER

FOR THE MASTER OF BUSINESS ADMINISTRATION

COURSE CODE: MBA 806

COURSE TITLE: MARKETING MANAGEMENT

DATE: 01/02/2021

TIME: 8.00 – 10.00AM

INSTRUCTIONS TO CANDIDATES

Answer Question ONE (compulsory) and ANY OTHER TWO questions

Question One

- a) Marketing is a process of 'exchange' that takes place between the marketer and the customer. The purpose is to achieve profitable sales for the marketer through satisfying the customer's needs. Briefly describe the five conditions necessary for a successful exchange to take place.(10marks)
 - b) Summarize the contributions sales promotions can make to the effective marketing of products and services and provide examples to support your recommendations.(10marks)
- a) Explain the importance of effective market segmentation to the success of marketing campaigns in highly competitive markets and describe TWO segmentation strategies of your choice. (10marks)
 - b) Describe the major influences on consumer buying behavior and explain the approaches that can be used by marketing organizations in order to influence consumer behavior.(10marks)

Question Two

- a) What are the steps in the consumer decision making process? Do all consumers' decisions involve these steps?(10mks)
- b) Explain Five personal factors which may influence a consumer's buying decision making process. (10 marks)

Question Three

- a) Pima Oil, a product of Base Limited, is in the decline stage of the product life cycle. Explain six decisions that the firm may take to manage the product. (8mks)
- b) Define the following methods of segmenting consumer markets and provide examples on how each method can be used in the commercial environment:
a.Geographic segmentation demographic segmentation psychographic segmentation(12mks)

Question Four

- (a). The natural environment is an important component of the marketing environment. Outline four measures which a firm may take to protect it. (8 marks)
- (b) Explain six instances when a firm may use informative advertising to promote its products. (12 marks)

Question Five

- a) Explain in detail the New Product Development stages and how a car manufacturer of your choice could use them to introduce a new product, service or technology.(10mks)
- b) Distinguish between Skimming Pricing, Penetration Pricing and Cost Plus Pricing and explain their suitability as approaches to pricing new products.(10mks)