

KIBABII UNIVERSITY



UNIVERSITY EXAMINATIONS 2021/2022 ACADEMIC YEAR FIRST YEAR FIRST SEMESTER

MAIN EXAMINATION

FOR THE DEGREE OF MASTER OF BUSINESS
ADMINISTRATION AND FOR THE DEGREE OF
MASTER OF BUSINESS ADMINISTRATION WITH
IT

COURSE CODE: MBA 806/MBT 812

COURSE TITLE: MARKETING MANAGEMENT

DATE: 08/06/2022 TIME: 9.00AM – 12.00AM

INSTRUCTIONS TO CANDIDATES

- ANSWER QUESTION **ONE** (COMPULSORY) AND ANY OTHER **THREE** QUESTIONS
- QUESTION **ONE** ATTRACTS **40** MARKS
- ALL OTHER QUESTIONS ATTRACT EQUAL MARKS **20** MARKS
- TIME ALLOWED IS **THREE** HOURS

CASE STUDY

JAVA HOUSE KENYA COFFEE

Coffee is a favorite beverage of people around the world. Java coffee consumers prefer too to drink coffee as a staple beverage for many years. Coffee is drunk at home or at café (also known as tea shop in Java house.) Sipping coffee or tea and chatting with friends at tea shops is a habit for many Kenyan people, young and old.

Traditional tea shops that sell both tea and coffee are present everywhere in Kenya. In these days, as the country has opened her door and a lot of foreigners are visiting Kenya, modern cafés are also established in major cities and towns. In parallel with the increasing number of modern cafes, coffee plantation in Kenya has been increased and different sorts of coffee are being offered in retail outlets. Coffees sole in outlets are both gourmet coffee and instant coffee like 3-in-1.

Java coffee opened its first coffee outlet in Kenya in Nairobi Market. Recently, the 5th outlet was opened in Nakuru Plaza. The foods and drinks offered in Java are in Singapore and Malaysian style, with high hygiene standards, but with affordable and reasonable prices. The shops are expected to be popular in Kenya and gaining increasingly the brand awareness and high scores of customer satisfaction.

QUESTION ONE:

Suppose you are the marketing director of the Java coffee House in Kenya.

- (a) What will be your growth strategies to be pursued in Nakuru? [10 marks]
- (b) What is your approach to develop customer-driven strategies? [15 marks]
- (c) What is your marketing programme for a specific market segment? [15 marks]

QUESTION TWO

a) Marketing is increasingly important in today's businesses.

- i) How do you understand the term, marketing? (3 Marks)
- ii) Explain the 'marketing concept'. (5 marks)

(b) 'Marketing is more than the customer orientation.' Critically evaluate the statement, with the examples from the real world. (12 marks)

QUESTION THREE

Consumers are at the centre of every marketing programme.

(a) Marketing Begins and Ends with the Consumer “.Discuss (8 marks)

(b)

i) Evaluate the value you, as a consumer, obtains from a service provider (6 marks)

ii) Identify the factors which contribute to the high or low value to you. (6 marks)

QUESTION FOUR

A product has the life cycle that is considered as a useful marketing tool.

(a) Distinguish the stages of a product life cycle. (8 marks)

(b) Suggest marketing strategies for the newly introduced ‘robot cleaner’, based on the product life cycle concept. (12 marks)

QUESTION FIVE

Pricing decision needs to consider several factors.

(a) Elaborate **three** basic factors of price decision. (8 marks)

(b) Some of the Environmental forces are controllable whereas the others are beyond the control of a firm. Discuss. (12 marks)