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KIBABII UNIVERSITY



UNIVERSITY EXAMINATION

MAIN EXAMINATION

2021/2022 ACADEMIC YEAR

FOR THE DEGREE OF BACHELOR OF BUSINESS MANAGEMENT

COURSE CODE: BBS 211

COURSE TITLE: MARKETING MANAGEMENT

DATE: 24/01/2022

TIME: 2.00 – 4.00PM

INSTRUCTION TO CANDIDATES

1. Answer Question **ONE** (Compulsory) and **ANY OTHER TWO** Questions
 2. Candidates must hand in their answer booklets to the invigilator while in the examination room
 3. Credit is given for legibility, clarity and use of relevant examples
 4. Question **ONE** is **30 marks** while Questions 2-5 carry **20 marks** each
 5. Clearly write your **Registration Number** on each answer sheet used.
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TIME: 2 Hours

KIBU observes ZERO tolerance to examination cheating

QUESTIONS: SECTION A

QUESTION ONE (30 MARKS)

a. Marketing department is involved in marketing 10 types of entities, define them.

(10mks)

b. Describe 3 common ethical issues in pricing.

(6mks)

c. Marketers should monitor consumer post purchase behavior, outline three common options open to consumers.

(3mks)

d. Define the following terms in marketing

(3mks)

I. Segmentation

II. Targeting

III. positioning

e. List down key characteristics of products

(4mks)

f. Outline four advantages of direct marketing for customers

(4mks)

QUESTIONS: SECTION B

QUESTION TWO

a. Modern marketing departments take numerous forms. Discuss various forms which a marketing department can be organized.

(10mks)

b. Discuss factors contributing to unethical behavior in business

(10mks)

QUESTION THREE

The field of consumer behavior studies how individuals, groups, and organizations select, buy, use, and dispose of goods, services, ideas, or experiences to satisfy their needs and desires. Citing practical examples, describe factors that affect consumer buying behavior

(20mks)

QUESTION FOUR

- a. Discuss ways in which Toyota Bungoma can improve its service delivery **(8mks)**
- b. A firm must set a price for the first time when it develops a new product, introduces its regular product into a new distribution channel or geographical area, and enters bids on new contract work. Discuss the six steps marketers use in setting price.

(12mks)

QUESTION FIVE

- a. Once a company has decided upon entering a country, there are different modes of entry. Describe the four forms used by most companies. **(8mks)**
- b. Promotion is responsible for awakening and stimulating demand, capture demand from rivals and maintaining demand for products even against keen competition. Every company must therefore be conversant with various promotional mix to achieve their set targets. Describe these variables **(12mks)**

THE END