

KIBABII UNIVERSITY



UNIVERSITY EXAMINATIONS

MAIN EXAM

2020/2021 ACADEMIC YEAR

FIRST YEAR FIRST SEMESTER

FOR THE DEGREE OF BACHELOR OF COMMERCE

COURSE CODE: MBA 806

COURSE TITLE: MARKETING MANAGEMENT

DATE: 03/08/2021

TIME: 9.00AM-12.00PM

INSTRUCTIONS TO CANDIDATES

- 1) Answer Question **ONE**(Compulsory) and **ANY OTHER THREE** 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 **40 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: 3 Hours

KIBU observes **ZERO** tolerance to examination cheating

QUESTION ONE

- a) A new bank intends to start operations in Kenya. As its marketing consultant, advise the bank on the key macro environmental factors that they need to consider when developing their market entry strategy. (12 marks)
- b) Kupes company ltd, has maintained the same product range for several years despite stiff competition in the market. Explain to them the need for companies to develop new products and the sources of new product ideas. (8 Marks)
- c) "Marketing management wants to design strategies that build profitable relationships with target consumers". Describe and discuss the five alternative concepts/philosophies under which organizations design and carry out their marketing strategies. (10 Marks)
- d) Distribution is central to the effective marketing of financial products and services. Every firm needs to come up with an effective distribution strategy in order to develop sustainable competitive advantage. Explain with examples the four key distribution strategies a firm can use to offer its services and products to the market. (10 marks)

QUESTION TWO

Marketing is increasingly important in today's businesses.

- (a) How do you understand the term, marketing? Explain also the 'marketing concept'. (8 marks)
- (b) 'Marketing is more than the customer orientation.' Critically evaluate the statement, with the examples from the real world. (12 marks)

QUESTION THREE

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. (Consider only the first two stages of the product life cycle.) (12 marks)

QUESTION FOUR

- a) Marketing is the prime mover of many organizations. It is the pivot and nerve of the entire organization. In light of this statement, discuss the relevance and significance of marketing in today's corporate world. (10 Marks)
- b) The marketing channel members perform a number of key functions and participate in market flows. Explain four of these functions (10 Marks)

QUESTION FIVE

- a) Describe the factors influencing consumer behavior. Select any TWO factors and discuss how marketing of consumer goods in Kenya should pay close attention towards these factors. (10 Marks)
- b) Marketers today are faced with myriad of challenges that never existed in the last few years. Discuss any five such challenges facing marketers (10 Marks)