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**JOMO KENYATTA UNIVERSITY OF AGRICULTURE AND TECHNOLOGY**

**UNIVERSITY EXAMINATIONS 2014/2015**

**YEAR 3 SEMESTER I EXAMINATION FOR THE DEGREE OF BACHELOR OF PROCUREMENT AND CONTRACT MANAGEMENT**

**HPS 2301: MARKETING MANAGEMENT**

**DATE: April 2015 TIME: 2 HOURS**

**INSTRUCTIONS:**

**Answer Question One and Any Other Two Questions**

**QUESTION ONE (COMPULSORY) – 30 MARKS**

1. In the analysis of marketing opportunity Ms. Faidah, Marketing manager of Moda Inspirada ltd needs to offer assistance to a group of newly employed marketers on how to understand the environment. Describe the two tools of scanning the environment she will highlight on (10marks)
2. An organization’s ability to learn and translate that into action rapidly is the ultimate competitive merit. If you don’t have the merit, then don’t compete and one must learn faster than your competitor, that means understanding them more. Using examples, discuss the adapter categories and the stages in the adoption process. (10marks)
3. The aim of service marketing is to know and understand the customer so well, the service fits him and sells itself, thus the need to understand your customer needs and tangibilise the intangibles to satisfy them. Briefly discuss the challenges in service marketing (10marks)

**QUESTION TWO (20 marks)**

1. Moda Inspirada ltd has been operating in Kenya for the last three years. The company has lately been experiencing a lot of challenges, and recently, it had to close down two of its branches. Things do not look any better and it’s now planning to lay off some of its workers as it can hardly sustain them. Discuss the environmental challenges facing Moda Inspirada. (10marks)
2. For a business not to engage in promotion is like winking at a girl in the dark, you know what you are doing but no one else does, but good branding without a good plan is like prettying up a duck with no feathers, it may look good but it aint going to fly, a good plan thus means good promotion, discuss the various promotional mixes that a company can employ. (10marks)

**QUESTION THREE (20 marks)**

1. I’ve learned that people will forget what you said, people will forget what you did but will never forget how you made them feel thus it’s important to speak to your customers in their language about what is in their hearts, a solid foundation must be established thus necessitating marketing research. Briefly discuss its importance and the salient steps of marketing research. (10marks)
2. Marketing is about values, it is a complicated and noisy world and we are all not going to get a chance to get people to remember much about us as a company, so all must have to be really clear about what the customers know about the company and understand the needs of consumers. Marketing is however too important to be left to just the marketing departments. Discuss the different marketing philosophies and the challenges faced in marketing. (10marks)

**QUESTION FOUR (20 marks)**

1. Content marketing is more than a buzzword, it is the hottest trend in marketing because it’s the biggest gap between what buyers want and brands produced, people are in such a hurry to launch their product that they seldom look at marketing from a bird’s eye view and they don’t create a systematic plan, thus, even if you are on the right track, you could get run over if you stop. Discuss the new product development process and the product life cycle. (10marks)
2. Positioning is not what you do to the product, it is what you do to the mind of the prospects, how you differentiate your brand in the mind. Discuss the strategies that organizations may use to position their product in the chosen markets (5marks)
3. A business leader has to keep their organization focused on the mission, that sounds easy but it can be tremendously challenging time and experience them teaches use the tough lessons that we must be willing to allow change and understand customers. Briefly discuss factors affecting consumer behaviors (5marks)