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**University Examinations 2014/2015**

FIRST YEAR, SECOND SEMESTER EXAMINATION FOR DIPLOMA IN BUSINESS ADMINISTRATION.

**DBA 1214: MARKETING MANAGEMENT**

**DATE: DECEMBER 2014 TIME: 1**$\frac{1}{2}$ **HOURS**

**INSTRUCTIONS:** *Answer question* ***one*** *and any other* ***two*** *questions*

**QUESTION ONE (30 MARKS)**

1. 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. (8 marks)
2. Marketing management is essentially demand management. Discuss this statement in view of the various demand states that can face a marketing manager (12 marks)
3. Explain the importance of marketing environment analysis (10 marks)

**QUESTION TWO (20 MARKS)**

1. When managing distribution channels, cooperation is an essential part of the process. How can such cooperation be achieved? (10 marks)
2. Using your newly acquired marketing skills, help induct newly recruited employees in your department by explaining to them the need for companies to develop new products and the sources of new product ideas. (10 marks)

**QUESTION THREE (20 MARKS)**

1. 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. (10 marks)
2. The marketing channel members perform a number of key functions and participate in market flows. Explain four of these functions (5 marks)
3. Explain factors that govern selection of an advertising media (5 marks)

**QUESTION FOUR (20 MARKS)**

1. As a consumer, you have got it from a neighbour that there’s a new product for home use in the market. Using relevant examples explain the steps consumers follow in making purchase decisions (10 marks)
2. Explain the role of physical distribution in the marketing system (4 marks)
3. Explain the significance of carrying out marketing research to a firm (6 marks)

**QUESTION FIVE (20 MARKS)**

1. Discuss at least five pricing methods at your disposal as a marketing manager

(10 marks)

1. 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)