



MASENO UNIVERSITY

UNIVERSITY EXAMINATIONS 2012/2013

FIRST YEAR FIRST SEMESTER EXAMINATIONS FOR THE DIPLOMA IN BUSINESS ADMINISTRATION (CITY CAMPUS)

ADB 0124: MARKETING MANAGEMENT

Date: 23rd July, 2013

Time: 9.00 – 11.00 a.m.

INSTRUCTIONS:

1. Attempt Question ONE and any other TWO questions.
2. Question one carries 30 marks, the rest 20 marks each.

QUESTION ONE

- A) What is marketing management (5 marks)
- B) Explain the marketing environment in details (15 marks)
- C) Exhaustively explain the process of marketing management (10 marks)

QUESTION TWO

“When building quality into a product we need to think of the marketing concept. We need to first ask what is it that the market wants with respect to product benefits, quality, and reliability. Then we build the product accordingly”. To what extent do you agree with the statement. (20 marks)

QUESTION THREE

Write short notes on:

- a) Product differentiation (5 marks)
- b) The four p's of marketing management (8 marks)
- c) Market targeting (7 marks)

QUESTION FOUR

- a) Discuss seven (7) steps followed when a marketing manager is doing product positioning (14 marks)
- b) What do you understand about brand orientation (6 marks)

QUESTION FIVE

What are the roles of Advertising in the present business world and the functions of Advertising? (20 marks)